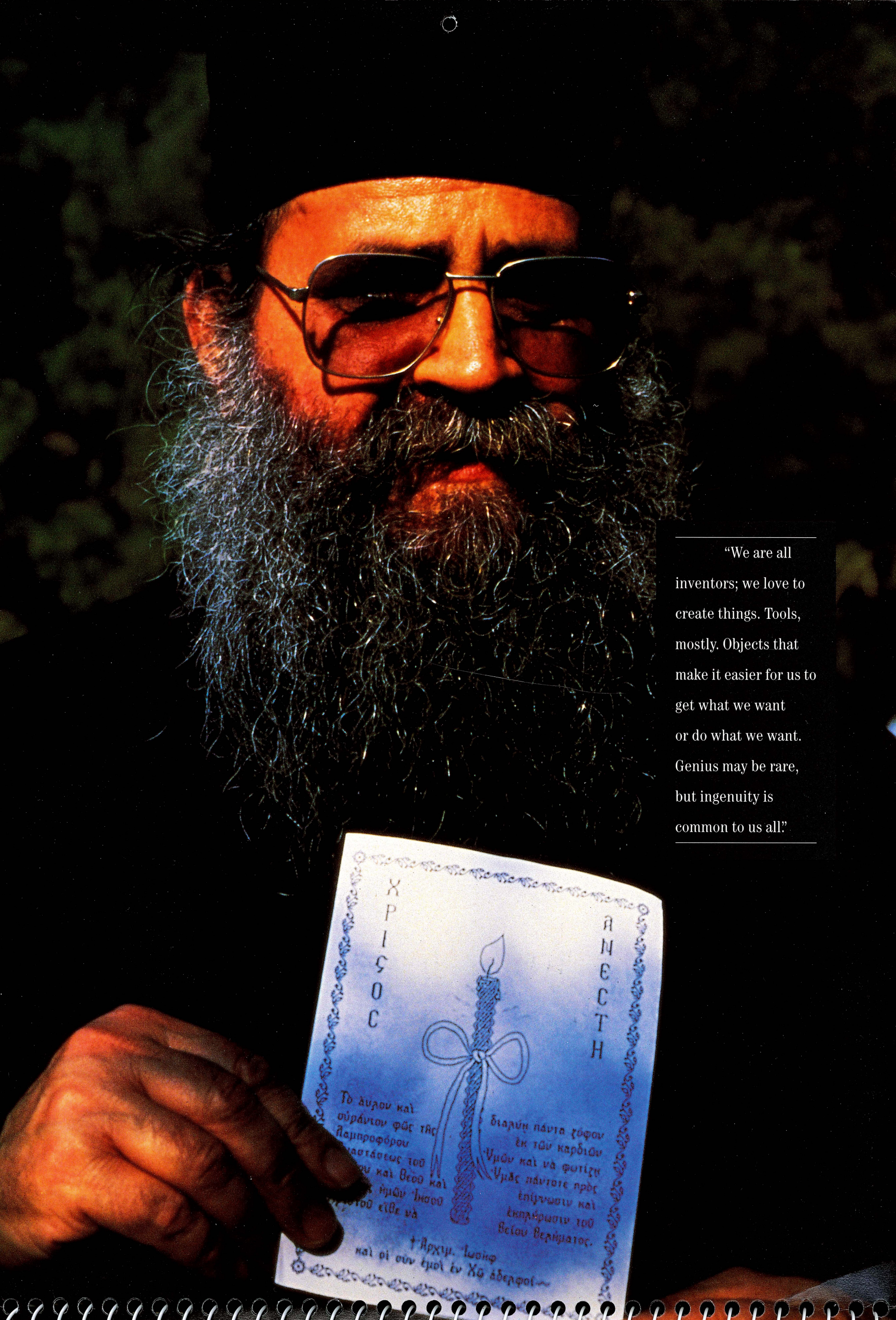


Day by Day

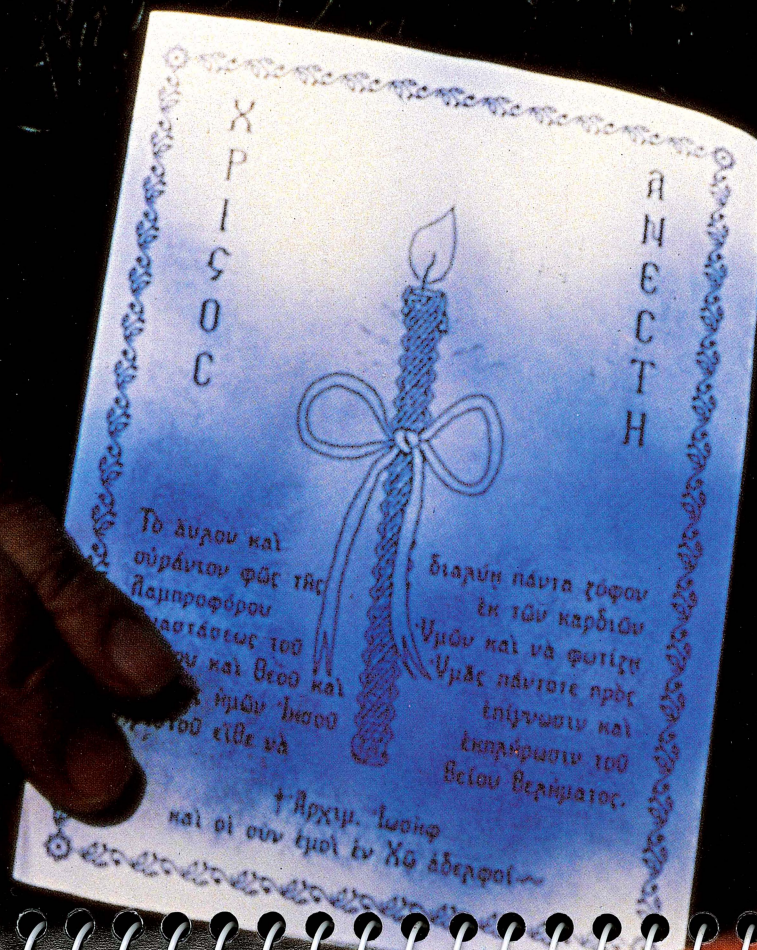
THE POWER TO BE YOUR BEST™

APPLE® II





“We are all
inventors; we love to
create things. Tools,
mostly. Objects that
make it easier for us to
get what we want
or do what we want.
Genius may be rare,
but ingenuity is
common to us all.”



The Journey Begins

EVERY JOURNEY BEGINS WITH THE FIRST STEP. AND YOU'VE JUST TAKEN A BIG STEP FOR yourself and your family into the world of Apple® computers. As your needs grow and change, your computer will take you down many exciting paths towards ever changing horizons. And one thing is certain: it will be a wonderful journey.

We've designed this limited-edition calendar especially for you. It will introduce you to all of the fantastic things you can do with your computer. Each month, we'll entice you to explore new areas and discover new solutions. With software that takes you beyond your initial needs. Because we want you to take full advantage of the power at your fingertips.

And to make the roads less traveled even more alluring, we're offering the coupons below, grouped according to our monthly themes.

The first step is a big one. But, remember, it's only the beginning.

Please note: The following software and hardware offers expire December 31, 1987.

Quotes found on Calendar photos are taken from the book, *So Far*, published in celebration of Apple Computer's 10th Anniversary.

SEPTEMBER, 1987—WORD PROCESSING

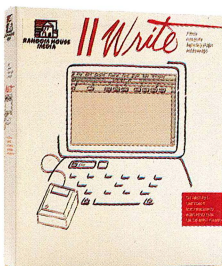
WORD PROCESSING SHOULD BE CALLED "MIND PROCESSING" BECAUSE A COMPUTER LETS you deal with thoughts first. Form later. You can rearrange paragraphs of stories, or whole sections of reports, at the touch of a key. Delete bad ideas. Add good ones. And because you don't have to retype the whole document, you're more likely to make that one little change to make a document perfect.

II Write

"What you see is what you get" word processor with multiple open window documents for Apple® II.

\$10 Rebate

Offer valid from 8/2/87-12/31/87



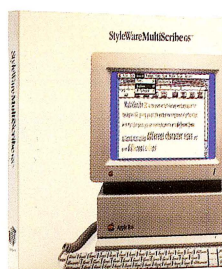
MultiScribe GS

The premier graphic word processor for the Apple IIGs.™

\$30 Value

Free Font Disk with purchase

Offer valid from 8/2/87-12/31/87

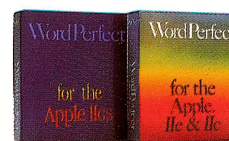


WordPerfect 1.1

A powerful, flexible word processing system with newspaper and parallel columns, dictionary, thesaurus and much more.

\$15 Rebate

Offer valid from 8/2/87-12/31/87



Buy WordPerfect 1.1 now and get a \$15 rebate!

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate along with proof of purchase, Customer Registration card, and dated receipt to the following address:

WordPerfect 1.1 Offer, P.O. Box 8143, Beaverton, Oregon 97076

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of WordPerfect Corporation. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

10. This offer is not valid in conjunction with any other offer from WordPerfect Corporation.

11. This certificate has no cash surrender value.

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Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. WordPerfect 1.1 is a registered trademark of WordPerfect Corporation.

Buy MultiScribe now and get a disk filled with fonts. Free! A \$30 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate along with the completed registration card, dated sales receipt, and a check or money order for \$2.00 for postage and handling, made out to StyleWare, Inc., to the following address:

StyleWare, Inc., MultiScribe Offer, 5250 Gulfion, Suite 2E, Houston, TX 77081

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of StyleWare, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

10. This offer is not valid in conjunction with any other offer from StyleWare, Inc.

11. This certificate has no cash surrender value.

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Buy IIWrite now and get a \$10 rebate!

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate along with the dated sales receipt and completed registration card to the following address:

IIWrite Offer, P.O. Box 8143, Beaverton, Oregon 97076

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of Random House. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

10. This offer is not valid in conjunction with any other offer from Random House.

11. This certificate has no cash surrender value.

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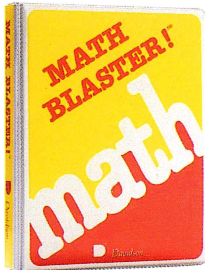
Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. IIWrite is a Random House copyrighted program.

OCTOBER, 1987—GENERAL EDUCATION

BACK IN THE OLD DAYS, ALL CLASSROOMS USED TO BE PRETTY MUCH THE SAME: DULL. But that was before computers. Kids say computers make learning fun. We think they make learning better. Either way, it's an improvement. Apple computers teach kids to approach problems with logical thinking. Maybe that's why more schools use Apple computers than all other personal computers combined.

Math Blaster Plus!/Math Blaster

Teaches addition, subtraction, multiplication, division, fractions, decimals and percents.



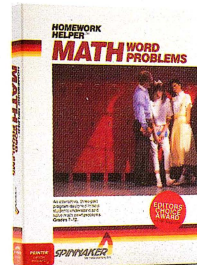
\$10 Value

Two Math Workbooks Free with purchase.

Offer valid from 8/2/87-12/31/87

Homework Helper Math: Word Problems

Provides a tutorial that helps students better solve word problems.



\$10 Rebate

Offer valid from 8/2/87-12/31/87

NOVEMBER, 1987—HOME PUBLISHING

REMEMBER THE FIRST TIME YOU EVER SAW YOUR NAME IN PRINT? PRETTY EXCITING. But now, as a grown-up with a computer, you can be a publisher. You might print a neighborhood newsletter, greeting cards or a handsomely illustrated Family Tree. You make the editorial decisions, design graphics and choose typefaces. And you take the credit. Now, that's really exciting.

AST-VisionPlus

Color and black and white digitizer for the Apple IIGs.™



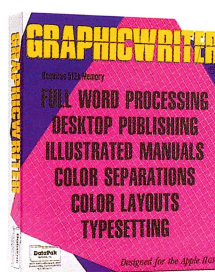
\$29.95 Value

Free Underware Ribbon for iron-on transfers with purchase.

Offer valid from 8/2/87-12/31/87

GraphicWriter

A word-processing, graphics and paint program to add the interest of pictures to your written word.



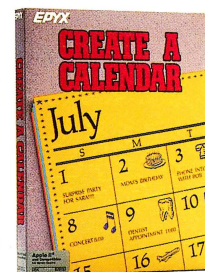
\$25 Value

Free Clip Art Scrapbook with purchase.

Offer valid from 8/2/87-12/31/87

Create A Calendar

Put text and graphics on any date to create your own customized calendar.



50% Off
a Graphics Scrapbook.

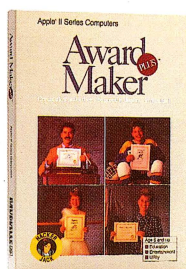
Offer valid from 8/2/87-12/31/87

DECEMBER, 1987—ARTISTIC CREATIVITY

PEOPLE WHO "COULDN'T DRAW A STRAIGHT LINE IF MY LIFE DEPENDED ON IT" ARE suddenly becoming artists. With their computer, a mouse and software, they can draw, paint, graph, design and diagram. From a child drawing his teddy bear, complete with checkered jacket, to the executive showing key points in the design of a better mousetrap, artists are blossoming around the country.

Award Maker Plus

It's easy to honor one person or a whole team with a customized award.



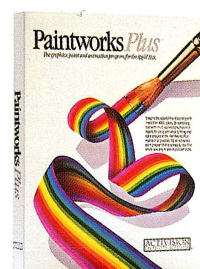
\$12 Value

Free "Starter Paper Pack" with purchase.

Offer valid from 8/2/87-12/31/87

Paintworks Plus

Gives you complete design and editing power in an advanced graphics, paint and animation program.



\$29.95 Value

Free Clip Art Disk with purchase.

Offer valid from 8/2/87-12/31/87

Buy Homework Helper Math: Word Problems now and get a \$10 rebate!
Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the dated sales receipt and completed registration card to the following address:
Homework Helper Math: Word Problems Offer, P.O. Box 8143, Beaverton, Oregon 97076
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Spinnaker Software Corporation. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Spinnaker Software Corporation.
11. This certificate has no cash surrender value.

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Buy Math Blaster Plus! or Math Blaster now and get 2 Math Workbooks. Free!
A \$10 value. Please indicate your desired workbook level: ___1, ___2, ___3, ___4.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the product registration card and a copy of the sales receipt to the following address:
Davidson & Assoc., Math Blaster Plus Offer, P.O. Box 13204, Torrance, CA 90503
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Davidson & Associates, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Davidson & Associates, Inc.
11. This certificate has no cash surrender value.

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Buy Create A Calendar now and get 50% off one of these Graphics Scrapbooks.
Please choose one: ___Sports, ___Off the Wall, ___School. A savings of \$10.00.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. To order send a check made out to "Soft Mail" for \$9.95 for each Graphics Scrapbook you wish to order plus \$1.50 for shipping and handling (California residents add 6.5% sales tax) with your Apple coupon, proof of purchase and completed registration card to the following address:
Softmail, Apple Offer, 2995 Woodside Rd., Suite 400-383, Woodside, CA 94062
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of EPYX, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from EPYX, Inc.
11. This certificate has no cash surrender value.

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Buy GraphicWriter now and get a scrapbook full of handy clip art.
Free! A \$25 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased from an authorized dealer between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with GraphicWriter registration card, the dated sales receipt, and a check or money order made out to DataPak Software for \$3 to cover postage and handling to the following address:
DataPak Software, GraphicWriter Offer, 14011 Ventura Blvd., Suite 507, Sherman Oaks, CA 91423
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of DataPak Software, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from DataPak Software, Inc.
11. This certificate has no cash surrender value.

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Buy AST-VisionPlus now and get One Color Underware Ribbon for creating your own iron-on transfers. Free! A \$29.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed warranty card and dated sales receipt to the following address:
AST Research, Inc., AST-VisionPlus Offer, Apple Group, 2121 Alton Ave., Irvine, CA 92714
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of AST Research, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from AST Research, Inc.
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Buy Paintworks Plus now and get a disk with over 600 Clip Art images.
Free! A \$29.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed warranty card, check or money order for \$3 for postage and handling, payable to Activision, and dated sales receipt to the following address:
Activision, Inc., Paintworks Plus Offer, P.O. Box 729, San Francisco, CA 94101-0729
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Activision, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Activision, Inc.
11. This certificate has no cash surrender value.

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Buy Award Maker Plus now and get a "Starter Paper Pack" of parchment paper and seals. Free! A \$12 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed warranty card and dated sales receipt to the following address:
Baudville Award Maker Plus Offer, 1001 Medical Park Drive S.E., Grand Rapids, MI 94506
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Baudville, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Baudville, Inc.
11. This certificate has no cash surrender value.

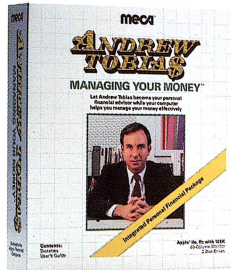
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JANUARY, 1988 — PERSONAL FINANCE

IF SOMEONE ASKED YOU TODAY, "WHAT ARE YOU WORTH?", WOULD YOU BE ABLE TO answer? Most people couldn't. But you need to know where you are in order to plan where you want to go. That's where your computer comes in. It'll help you analyze personal financial data and make suggestions that will help your nest egg grow. Or, to look at it another way, it'll even pay for itself.

Managing Your Money

An integrated personal finance program, from basic checkbook management to complex investment tracking.

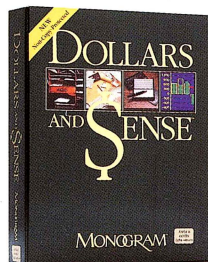


\$10 Rebate
Plus Free Book.

Offer valid from 8/2/87-12/31/87

Dollars and Sense

A personal financial management program that will help you unscramble your nest egg.



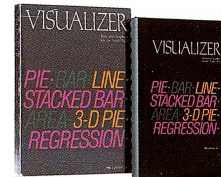
\$39.95 Savings

Get Forecast for \$20
with purchase.

Offer valid from 8/2/87-12/31/87

Visualizer IIgs

Professional quality business graphics for the IIgs™ directly from AppleWorks/Visualizer datasheets.



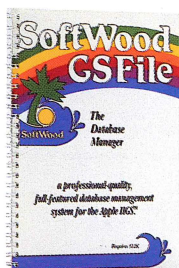
\$24.95 Value

50% off Strategic
Conquest with purchase.

Offer valid from 8/2/87-12/31/87

FEBRUARY, 1988 — PERSONAL ORGANIZATION

NEXT WEEK, WE'VE GOTTA GET ORGANIZED. WELL, "NEXT WEEK" IS HERE. YOUR efficiency expert is sitting on your desk. You can file, cross-reference and sort the 87 video cassettes in the family room. Put your business mailing list in order and insert that data into customized forms. And develop plans that are easy to understand and follow. So what are you waiting for?



SoftWood GS File

SoftWood GS File is a simple yet powerful database manager.

\$30 Rebate

Offer valid from 8/2/87-12/31/87



Notes 'n' Files

Create files, form letters, labels and more. Just what you need to put a little order in your life.

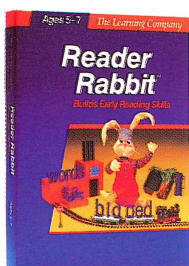
\$25 Value

Free Appointment Calendar
with purchase.

Offer valid from 8/2/87-12/31/87

MARCH, 1988 — EARLY LEARNING

YOU'RE NEVER TOO OLD—OR YOUNG—TO LEARN. FOR CHILDREN, A COMPUTER CAN BE a private tutor in math or reading. It can help them produce sterling reports and essays, and even teach analytical thinking. Adults, too, can discover the fun of learning. From mastering a new language to learning how to type. If the mind is willing, the computer can make it happen.

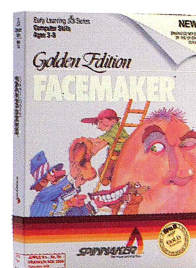


Reader Rabbit

The award-winning program that builds early reading skills.

\$10 Rebate

Offer valid from 8/2/87-12/31/87



FaceMaker-Golden

Delightful sound effects, rich graphics and simple word processing capabilities.

\$10 Rebate

Offer valid from 8/2/87-12/31/87

Buy Visualizer IIcs now and get 50% off Strategic Conquest. A \$24.95 value.
Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____
Credit Card Number _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with a check or money order or credit card number (VISA, Mastercard, American Express) for \$24.95 plus \$3.00 postage and handling (California residents add 6.5% sales tax) payable to PBI Software, and the dated sales receipt to the following address:
PBI Software, Visualizer IIcs Offer, 1163 Triton Dr., Foster City, CA 94404
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of PBI Software, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from PBI Software, Inc.
11. This certificate has no cash surrender value.

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Buy Dollars and Sense now and get Forecast for \$20. A savings of \$39.95!
Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____
Credit Card Number _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with dated sales receipt, warranty card, and a credit card number (VISA, Mastercard, American Express, Diners Club), check or money order for \$25.00 (includes postage and handling) payable to Monogram. California residents add 6.5% sales tax. Send to:
Dollars and Sense Offer, P.O. Box 8143, Beaverton, Oregon 97076
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Monogram. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Monogram.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.
Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Dollars and Sense is a registered trademark of Monogram. Forecast is a trademark of Monogram.

Buy Managing Your Money now and get a \$10 rebate PLUS one of Andrew Tobias' best-selling books. Free! A \$15 value.
Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed registration card and dated sales receipt to the following address:
MECA Managing Your Money Offer, 285 Riverside Ave., Westport, CT 06880
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Canada, Puerto Rico, U.S. territories
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of MECA. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from MECA. One rebate per household.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.
Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Managing Your Money & MECA are registered trademarks of MECA.

Buy Notes 'n' Files now and get a handy desk accessory Appointment Calendar. Free! A \$25 value.
Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased from an authorized dealer between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the dated sales receipt from an authorized dealer, completed registration card and check or money order made out to DataPak for \$3 to cover postage and handling for each item to the following address:
DataPak Software, Notes 'n' Files Offer, 14011 Ventura Blvd., Suite 507, Sherman Oaks, CA 91423
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of DataPak Software, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from DataPak Software, Inc.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.
Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Notes 'n' Files is a trademark of DataPak Software, Inc.

Buy SoftWood GS File now and get a \$30 rebate!
Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed registration card and dated sales receipt to the following address:
SoftWood GS File Offer, P.O. Box 90331, Santa Barbara, CA 93190-0331
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of SoftWood Company. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from SoftWood Company.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.
Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. SoftWood GS File is a trademark of SoftWood Company.

Buy FaceMaker-Golden now and get a \$10 rebate!
Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the dated sales receipt and completed registration card to the following address:
FaceMaker-Golden Offer, P.O. Box 8143, Beaverton, Oregon 97076
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Spinnaker Software Corporation. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Spinnaker Software Corporation.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.
Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. FaceMaker-Golden is a trademark of Spinnaker Software Corporation.

\$10 rebate when you purchase our top selling Reader Rabbit.
Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

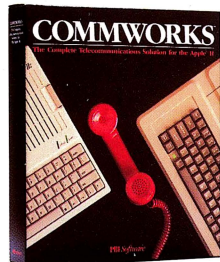
2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate, dated sales receipt and completed warranty card to The Learning Company at the following address:
The Learning Company, Reader Rabbit Offer, P.O. Box 2168, Menlo Park, CA 94026-2168
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of The Learning Company. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from The Learning Company.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Reader Rabbit is a trademark of The Learning Company. The Learning Company is a trademark of the Learning Company.

APRIL, 1988 — COMMUNICATIONS

SOMETIMES YOU WANT YOUR COMPUTER TO REACH OUT TO SOMEONE—OR SOME other computer—across the room or across the country. You may want to transfer and share information and files. Or send electronic mail. Or access a large data base to check your stocks or make airline reservations. All you need is some software, a modem, a telephone and a desire to explore.



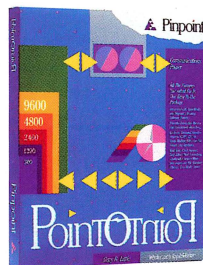
CommWorks

The telecommunication solution of the Apple® II.

\$24.95 Value

50% off Tower of Myraglen with purchase.

Offer valid from 8/2/87-12/31/87



Point-to-Point

Powerful, full-feature communications software that's also among the easiest.

\$20 Rebate

Offer valid from 8/2/87-12/31/87

MAY, 1988 — MUSICAL CREATIVITY

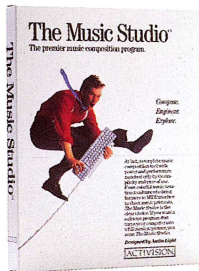
WHETHER YOU'RE A PROFESSIONAL MUSICIAN, OR ONE WHOSE MUSICAL SKILLS ARE limited to humming along with the radio, your computer can bring out the musician in you. There's musical software for children and for people who have always wanted to write songs but didn't know how. And for professional musicians, it's never been easier to compose, edit and print new music.

Music Studio

The award-winning music composition tool for your Apple IIGs™ complete with sound and song library.

\$10 Rebate

Offer valid from 8/2/87-12/31/87



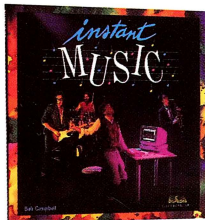
Instant Music

The first music software with artificial intelligence. Now anyone can create mistake-free music in seconds.

\$29.95 Value

Free Rock 'n' Roll Music Disk with purchase.

Offer valid from 8/2/87-12/31/87



SuperSonic Stereo Card

A multi-channel digitized stereo card which enables the Apple IIGs™ to produce true stereo sound.

\$23.98 Savings

40% off SuperSonic Digitizer with purchase of SuperSonic Stereo Card.

Offer valid from 8/2/87-12/31/87



JUNE, 1988 — GEOGRAPHY

EVEN IF YOU NEVER LEAVE YOUR FRONT PORCH THIS SUMMER, YOU CAN EXPLORE THE world with your Apple computer. There are exciting and absorbing programs that let you play tourist and learn at the same time. Stroll through capital cities of the world. Hop from one country to another all the way around the world. And you don't even need a passport.

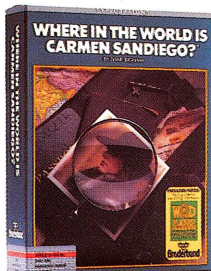
Where in the World is Carmen Sandiego?

An exciting way to learn geography as you track down criminals.

\$19.95 Value

Free "Classic" Entertainment Program with purchase.

Offer valid from 8/2/87-12/31/87



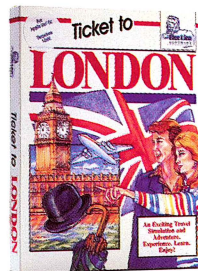
Ticket to London

An entertaining travel simulation that takes you on an adventurous and educational tour through the British capital.

\$39.95 Value

Free Ticket to Paris Software with purchase.

Offer valid from 8/2/87-12/31/87



Buy Point-to-Point now and get a \$20 rebate!

Impotant Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed registration card and dated sales receipt to the following address:

Point-to-Point Offer, P.O. Box 8143, Beaverton, Oregon 97076

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Pinpoint Publishing. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Pinpoint Publishing.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Point-to-Point is a trademark of Pinpoint Publishing.

Buy CommWorks now and get 50% off Tower of Myraglen. A \$24.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____
Credit Card Number _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed registration card, check or money order or credit card number (VISA, Mastercard, American Express) made payable to PSI Software for \$27.95 (includes postage and handling) (California residents add 6.5% sales tax) and the dated sales receipt to the following address:

PBI Software, CommWorks Offer, 1163 Triton Dr., Foster City, CA 94404

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of PBI Software, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from PBI Software, Inc.
11. This certificate has no cash surrender value.

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Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. CommWorks and Tower of Myraglen are trademarks of PBI Software, Inc.

Buy SuperSonic Stereo Card now and get 40% off SuperSonic Digitizer.
A savings of \$23.98.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____
Credit Card Number _____

2. Product must be purchased from an authorized Apple dealer or MDIdeas between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed warranty card, check or money order or credit card number (VISA, Mastercard, American Express) for \$35.97 (add \$3.00 postage and handling) (California residents add 6.5% sales tax) and the dated sales receipt made payable to MDIdeas at the following address:

MDIdeas, SuperSonic Stereo Card Offer, 1163 Triton Dr., Foster City, CA 94404.

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of MDIdeas, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from MDIdeas, Inc.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. SuperSonic Stereo Card and SuperSonic Digitizer are trademarks of MDIdeas, Inc.

Buy Instant Music now and get a FREE disk full of Rock 'n' Roll music.
Ready to play or edit. A \$29.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed registration card, check or money order made payable to Electronic Arts (add \$5 for postage and handling) and the dated sales receipt to the following address:

Electronic Arts, Instant Music Offer, P.O. Box 7530, San Mateo, CA 94403

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Electronic Arts. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Electronic Arts.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Instant Music is a trademark of Electronic Arts. Electronic Arts is a registered trademark of Electronic Arts.

Buy Music Studio now and get a \$10 rebate!

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed registration card and dated sales receipt to the following address:

Activision, Inc., Music Studio Offer, P.O. Box 729, San Francisco, CA 94101-0729

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Activision, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Activision, Inc.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Music Studio is a trademark of Activision, Inc.

Buy Ticket to London now and get Ticket to Paris. Free! A \$39.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the dated sales receipt, completed warranty card and a check or money order for \$4 made out to Blue Lion Software to cover shipping and handling. Canadian residents add \$1. Send to:

Blue Lion Software, Ticket to London Offer, P.O. Box 650, Belmont, MA 02178

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S. and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Blue Lion Software. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Blue Lion Software.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Blue Lion, Ticket to London and Ticket to Paris are registered trademarks of Blue Lion Software.

Buy Where in the World is Carmen Sandiego? and get a "classic" Broderbund entertainment program. Free! A \$19.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the dated sales receipt and completed registration card to the following address:

Broderbund Software-Direct, Q4 Calendar Offer, P.O. Box 12947, San Rafael, CA 94913-2947

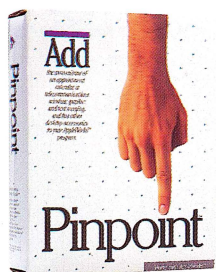
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Broderbund Software, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Broderbund Software, Inc.
11. This certificate has no cash surrender value.

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JULY, 1988 — PRODUCTIVITY

WHEN THERE'S SO MUCH TO DO AND SO LITTLE TIME TO DO IT, THE RIGHT SOFTWARE can help enormously. It can help you process and clarify ideas. Or help you outline a complex report so you can reduce it to manageable pieces. It can help you combine words, facts, data, numbers and graphics with lightning speed. You may never have enough time. But you certainly can have more help.



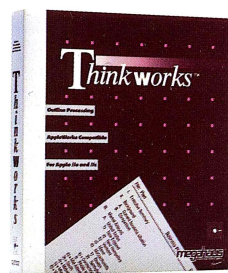
Pinpoint Starter Pak

There are three "pop-up" programs in one: The Pinpoint Desktop Accessories, Spelling Checker, and Key Player Macro Keys.

\$69.00 Value

Get Document Checker for \$19.95 with purchase.

Offer valid from 8/2/87-12/31/87



ThinkWorks

An outline processor that works with AppleWorks® or as a stand-alone.

\$50 Savings

\$50 off suggested retail price of either MegaWorks or ReportWorks or both.

Offer valid from 8/2/87-12/31/87

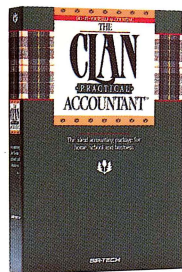
AUGUST, 1988 — FINANCE

WHEN FINANCIAL ACUMEN WAS HANDED OUT, SOME OF US GOT A SMALL HELPING.

Fortunately, however, we had the intelligence to buy a computer. So whether we're running a household or a business, we have the tools to succeed. Powerful, integrated accounting programs can interpret and analyze accounting numbers and even recommend a course of action to help us stay in control.

Clan Practical Accountant

A single disk general ledger and checkbook management accounting program. Simple enough for home; powerful enough for business.



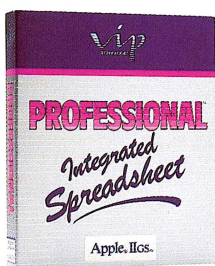
Up to \$34.95 Value

Free Game with purchase.

Offer valid from 8/2/87-12/31/87

VIP Professional

An integrated program that combines a Lotus "work-alike" spreadsheet (with macros), data base and graphics.



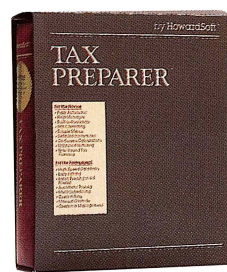
\$49.95 Value

Five Spreadsheet Models Free with purchase.

Offer valid from 8/2/87-12/31/87

Tax Preparer

The only fully-automated tax software for preparing IRS-accepted returns and year-round planning.



Up to \$150 Value

Free Updates with purchase.

Offer valid from 8/2/87-12/31/87

SEPTEMBER, 1988 — SCHOOL SKILLS

BOTH STUDENTS AND BUSINESS PEOPLE NEED TO ORGANIZE THEIR IDEAS AND PRESENT them in a clear, compelling fashion. And although your computer can't guarantee you an "A" on your term paper or a promotion at work, it can help. It can teach you how to type, help you outline your work and even spell better.

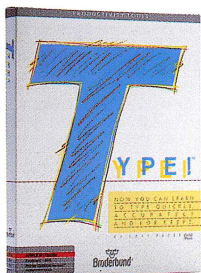
Type!

Learn to type quickly and accurately, using new research-proven methods.

\$19.95 Value

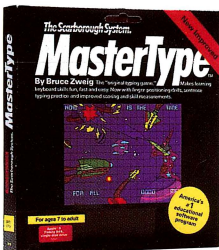
Free "classic" entertainment program with purchase.

Offer valid from 8/2/87-12/31/87



New Improved MasterType

America's #1 educational program for Typing instruction. The easiest way ever to learn to type and improve skills.



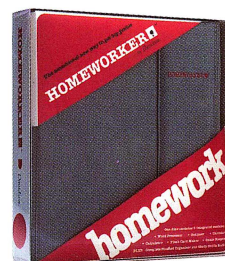
\$29.95 Value

Get Master TypeWriter for \$5 with purchase.

Offer valid from 8/2/87-12/31/87

Homeworker

Student productivity program for secondary/college students. Includes 6 integrated modules and deluxe binder.



\$10 Rebate

Offer valid from 8/2/87-12/31/87

Buy ThinkWorks now and get either
MegaWorks or ReportWorks (or both) for only \$49.95 each. A \$50 Savings.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____
Credit Card Number _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with a dated sales receipt, completed registration card, credit card number (VISA, Mastercard), check or money order payable to Megahaus for \$53.95 (includes \$4 postage and handling) (California residents add 6.5% sales tax) to the following address:
Megahaus ThinkWorks Offer, 6215 Ferris Square, San Diego, CA 92121
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Megahaus. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Megahaus.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. ThinkWorks, ReportWorks, and MegaWorks are trademarks of Megahaus.

Get Document Checker for only \$19.95 when you purchase the
Pinpoint Starter Pak. A \$69.00 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____
Credit Card Number _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the dated sales receipt, completed registration card, credit card number (VISA, Mastercard, American Express), check or money order payable to Pinpoint Publishing for \$24.95 (includes \$5 postage and handling) (California residents add 6.5% sales tax) to the following address:
Pinpoint Direct, Starter Pak Offer, 5865 Doyle St. Emeryville, CA 94608
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Pinpoint Publishing. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Pinpoint Publishing. One Starter Pak per offer.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Pinpoint Starter Pak and Document Checker are trademarks of Pinpoint Publishing.

Buy HowardSoft's Tax Preparer now and get Free Updates through
April 15, 1989. Up to \$150 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed registration card and the dated sales receipt to the following address:
HowardSoft Tax Preparer Offer, P.O. Box 8432, La Jolla, CA 92038
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of HowardSoft. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from HowardSoft.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. HowardSoft and Tax Preparer are registered trademarks of HowardSoft.

Buy VIP Professional now and get 5 Spreadsheet Models. Free!
A \$49.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the dated sales receipt and completed registration card to the following address:
VIP Professional Offer, P.O. Box 8143, Beaverton, Oregon 97076
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of ISD Marketing. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from ISD Marketing.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. VIP Professional is a trademark of Ditek International.

Buy Clan Practical Accountant now and get a Free Game! Up to \$34.95
value. Choose one: ___ Rescue Raiders (\$34.95), ___ Star Maze (\$34.95),
___ Galactic Attack (\$29.95), ___ Crypt of Medea (\$34.95).

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed warranty card, \$2 for postage and handling, and the dated sales receipt to the following address:
Lees Marketing Services, CPA Offer, P.O. Box 7824, Mount Prospect, IL 60056-7824
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of SIR-TECH Software, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from SIR-TECH Software, Inc.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Clan Practical Accountant, Rescue Raiders, Star Maze, Galactic Attack and Crypt of Medea are trademarks of SIR-TECH Software, Inc.

Buy Homeworkeer now and get a \$10 rebate!
Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the product registration card and the dated sales receipt to the following address:
Davidson & Associates, Inc., Homeworkeer Offer, P.O. Box 13204, Torrance, CA 90503
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Davidson & Associates, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Davidson & Associates, Inc.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Homeworkeer is a registered trademark of Davidson & Associates, Inc.

Buy New Improved MasterType now and get MasterTypeWriter for \$5!
A \$29.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____
Credit Card Number _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed warranty card, a check or money order or credit card number (VISA or Mastercard) payable to Mindscape for \$5 (plus \$3.00 for shipping and handling) and the dated sales receipt to the following address:
Mindscape, Inc., MasterType Offer, 3444 Dundee Rd., Northbrook, IL 60062
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Mindscape, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is valid only for New Improved MasterType — no substitutions — and is not valid in conjunction with any other offer from Mindscape, Inc.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Scarborough's New Improved MasterType and MasterType Writer are trademarks of Mindscape, Inc.

Buy Type! now and get a "classic" Broderbund entertainment program. Free!
A \$19.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name _____
Street Address _____
City _____ State _____ Zip _____

2. Product must be purchased between August 2, 1987 and December 31, 1987.
3. Send this *original* certificate along with the completed warranty card and the dated sales receipt to the following address:
Broderbund Software-Direct, P.O. Box 12947, San Rafael, CA 94913-2947
4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.
5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.
6. This offer is void where taxed or prohibited by law.
7. All terms on this certificate must be met, and all requested information must be complete.
8. Please allow 6 to 8 weeks for fulfillment of this offer.
9. Fulfillment of this certificate is the responsibility of Broderbund Software, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.
10. This offer is not valid in conjunction with any other offer from Broderbund Software, Inc.
11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Type! is a trademark of Broderbund Software, Inc. Broderbund Software-Direct is a trademark of Broderbund Software, Inc.

OCTOBER, 1988 — DESIGN

WHO WOULD HAVE THOUGHT 10 YEARS AGO, THAT A SMALL DESKTOP COMPUTER COULD help us draw, paint, graph and doodle in such spectacular detail and color? Now, with the right software, you can use a palette filled with thousands of colors. Choose a brush size. Turn a flat object into a 3-dimensional one. Your designs can be as free as your imagination.

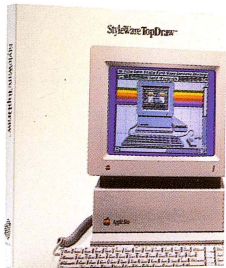
TopDraw

Professional, object-oriented graphics program for the Apple IIGs.™

\$30 Value

Free Clip Art Disk with purchase.

Offer valid from 8/2/87-12/31/87

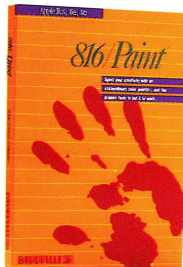


816/Paint

Opens up the full range of graphic possibilities for your Apple II family. Scale, rotate, stretch or paint any object on your screen.

\$10 Rebate

Offer valid from 8/2/87-12/31/87



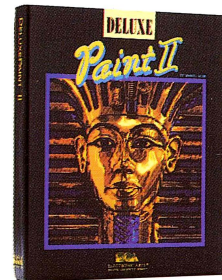
DeluxePaint II

The easiest, most powerful paint program for the Apple IIGs.™ Clearly demonstrates the graphic potential of the Apple IIGs.

\$29.95 Value

Free Seasons & Holidays Disk with purchase.

Offer valid from 8/2/87-12/31/87



NOVEMBER, 1988 — ENTERTAINMENT

YOUR COMPUTER WORKS AS HARD AS YOU DO. BUT EVEN IT NEEDS TIME FOR FUN AND games. And so do you. Play a round of golf in Scotland. Track down an international spy. Win a battle against a legendary foe. In one Sunday afternoon, you could hit a home run and escape from a dungeon. And you'll be in a much better frame of mind to tackle that spreadsheet Sunday night.

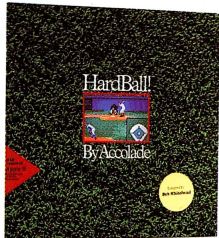
Hard Ball

All the action of real baseball and more. That's Hard Ball.

\$29.95 Value

Get Fight Night for \$5 with purchase.

Offer valid from 8/2/87-12/31/87



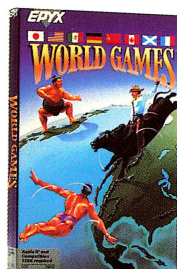
World Games

Everything from Sumo wrestling to cliff diving!

\$10 Value

50% off Summer Games with purchase.

Offer valid from 8/2/87-12/31/87



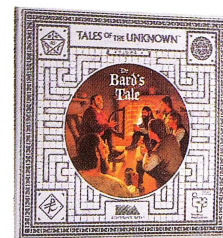
The Bard's Tale

The best selling dungeon fantasy role playing game, now enhanced for the Apple IIGs.™!

\$12.95 Value

Free Clue Book with purchase.

Offer valid from 8/2/87-12/31/87



DECEMBER, 1988 — HARDWARE

YOUR COMPUTER IS A WONDERFUL THING. AS IT IS, IT CAN DO MUCH. BUT WITH JUST a little help, it can take you to even higher planes. You can turbo-charge its speed. Expand its memory exponentially. Extend its reach. Amplify its voice. Let it show off and print in a rainbow of colors. In short as your needs grow, your computer can continue to meet and surpass them.

Conserver

An integrated unit which houses one or two 3.5" drives and has a switched surge-suppressing power strip and fan.

\$100 Savings

\$100 off OctoRam 2 meg with purchase of a Conserver.

Offer valid from 8/2/87-12/31/87



Bose RoomMates

Plug this powered speaker system into the earphone jack of your Apple IIGs.™ and get an earful of extraordinary sound.

Up to \$79.95 Value

Free Software or Sound Accessory with purchase.

Offer valid from 8/2/87-12/31/87

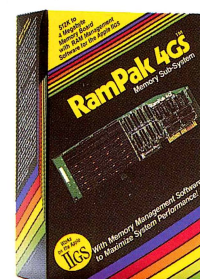


RamPak 4GS

RamPak 4GS Memory Subsystem increases the Apple IIGs.™ performance by up to 350%!

\$20 Rebate

Offer valid from 8/2/87-12/31/87



Buy DeluxePaint II now and get Seasons & Holidays, a collection of nearly 100 multi-colored clip art images. FREE! A \$29.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate along with the dated sales receipt and completed registration card to the following address:

Electronic Arts, DeluxePaint II Offer, P.O. Box 7530, San Mateo, CA 94403

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of Electronic Arts. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

10. This offer is not valid in conjunction with any other offer from Electronic Arts.

11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. DeluxePaint and Seasons & Holidays are trademarks of Electronic Arts. Electronic Arts is a registered trademark of Electronic Arts.

Buy 816/Paint now and get a \$10 rebate!

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate along with the dated sales receipt and a completed registration card to the following address:

Baudville, 816/Paint Offer, 1001 Medical Park Drive S.E., Grand Rapids, MI 49506

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of Baudville, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

10. This offer is not valid in conjunction with any other offer from Baudville, Inc.

11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. 816/Paint is a trademark of Baudville, Inc.

Buy TopDraw now and get a disk of clip art. Free! A \$30 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate along with the completed registration card (add \$2.00 for postage and handling) and the dated sales receipt to the following address:

StyleWare, Inc., TopDraw Offer, 5250 Gultfon, Suite 2E, Houston, TX 77081

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of StyleWare, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

10. This offer is not valid in conjunction with any other offer from StyleWare, Inc.

11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. TopDraw is a trademark of StyleWare, Inc.

Buy The Bard's Tale for the Apple IIGs now and get the Clue Book. Free! A \$12.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate (copies will not be accepted) along with the completed registration card, a check or money order for \$3.00 for shipping and handling payable to Electronic Arts, and the dated sales receipt to the following address:

Electronic Arts, The Bard's Tale Offer, P.O. Box 7530, San Mateo, CA 94403

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of Electronic Arts. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

10. This offer is not valid in conjunction with any other offer from Electronic Arts.

11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. The Bard's Tale is a trademark of Electronic Arts. Electronic Arts is a registered trademark of Electronic Arts.

Buy World Games II or IIGs now and get 50% off Summer Games. A \$10 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate along with a check or money order for \$9.95 payable to "SoftMail" for Summer Games with your Apple Coupon, proof of purchase and the dated sales receipt to the following address:

SoftMail, World Games Apple Offer, 2995 Woodside Rd., Suite 400-383, Woodside, CA 94062

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of EPYX, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

10. This offer is not valid in conjunction with any other offer from EPYX, Inc.

11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. World Games is a trademark of EPYX, Inc. Summer Games is a registered trademark of EPYX, Inc.

Buy Hard Ball II or IIGs now and get Fight Night for \$5. A \$29.95 value.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate along with dated sales receipt, completed registration card, and a check or money order for \$5.00, payable to Accolade, Inc. (California residents add 6.5% sales tax) to the following address (Please choose II or IIGS):

Hard Ball Offer, P.O. Box 8143, Beaverton, Oregon 97076

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of Accolade, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

10. This offer is not valid in conjunction with any other offer from Accolade, Inc.

11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Hard Ball and Fight Night are trademarks of Accolade, Inc.

Purchase RamPak 4GS now and receive a \$20 factory rebate!

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate along with the completed dated warranty card and the dated sales receipt to the following address:

RamPak 4GS Offer, P.O. Box 8143, Beaverton, Oregon 97076

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of Orange Micro, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

10. This offer is not valid in conjunction with any other offer from Orange Micro, Inc.

11. This certificate has no cash surrender value.

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Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. RamPak 4GS is a trademark of Orange Micro, Inc.

Buy Bose RoomMates for your Apple IIGs and get a music software program or sound accessory. Free! Up to \$79.95 value. Choose one:

— Activision's The Music Studio, — Electronic Arts' Music Construction Set, — Great Wave's KidsTime II, — MDIdeas' Supersonic Stereo Card, which enables the IIGs to produce true stereo sounds.

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate along with the dated sales receipt and completed registration card to the following address:

Bose RoomMates Offer, P.O. Box 8143, Beaverton, Oregon 97076

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of BOSE. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

10. This offer is not valid in conjunction with any other offer from BOSE.

11. This certificate has no cash surrender value.

Mention of non-Apple products, literature, and services is only informational, and constitutes neither a recommendation nor an endorsement by Apple Computer, Inc. Product description is based on information provided by the product's manufacturer.

Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. Bose and Bose RoomMates are registered trademarks of BOSE Corporation.

Buy a Conserver and get \$100.00 off on a 2 megabyte Octo Ram

Important Redemption Instructions

Carefully read all terms and follow the instructions on this certificate to ensure proper redemption.

1. Please provide the following information:

Name

Street Address

CityStateZip

Credit Card Number

2. Product must be purchased between August 2, 1987 and December 31, 1987.

3. Send this *original* certificate along with the completed warranty card, a check or money order or credit card number (VISA, Mastercard, American Express) for \$499.95 (retail \$599.95) payable to MDIdeas (California residents add 6.5% sales tax) along with the dated sales receipt to the following address:

MDIdeas Conserver Offer, 1163 Triton Dr., Foster City, CA 94404

4. The envelope carrying this certificate and other requested items must be postmarked by midnight, January 15, 1988.

5. This offer is good in the continental U.S., Alaska, Hawaii, and Canada.

6. This offer is void where taxed or prohibited by law.

7. All terms on this certificate must be met, and all requested information must be complete.

8. Please allow 6 to 8 weeks for fulfillment of this offer.

9. Fulfillment of this certificate is the responsibility of MDIdeas, Inc. Only offers made by Apple Computer, Inc. are the responsibility of Apple Computer, Inc.

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A6

WORD PROCESSING SHOULD BE CALLED "MIND PROCESSING" BECAUSE A COMPUTER LETS you deal with thoughts first. Form later. You can rearrange paragraphs of stories, or whole sections of reports, at the touch of a key. Delete bad ideas. Add good ones. And because you don't have to retype the whole document, you're more likely to make that one little change to make a document perfect.

BELOW:

After attending an Apple® training seminar in the U.S., Adil Shahryar returned to India and developed the world's first Urdu script on a personal computer.

BELOW:

When Harriet Schweitzer's third graders use an Apple to create storybooks and science reports, they needn't worry about messing up their papers with revisions.

ABOVE:

In a monastery in Greece, a Macintosh™ has introduced the resident clergy to more imaginative ways of producing their writings, managing records, and, yes, even designing their Easter cards.

BELOW:

At the MacKay Center in Montreal, Apple computers—rigged with special devices—make writing possible for kids who can't hold a pencil.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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27						

“A personal com-
puter...has the potential
to liberate us from the
drudgery and frustration
of learning.”



BACK IN THE OLD DAYS, ALL CLASSROOMS USED TO BE PRETTY MUCH THE SAME: DULL. But that was before computers. Kids say computers make learning fun. We think they make learning better. Either way, it's an improvement. Apple computers teach kids to approach problems with logical thinking. Maybe that's why more schools use Apple computers than all other personal computers combined.

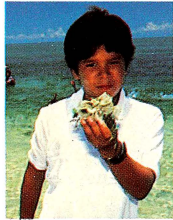




BELOW:
A teacher in India uses his Macintosh to prepare classroom materials, to conduct research, to teach "New Age" philosophies and even to draft plans for a new school.

BELOW:
In a Florida school, students collect specimens of marine life. Then, they use their Apple computers to build a data base on the animals they've found.

BELOW:
Special education teacher Judi Nelson uses lots of patience and Apple computers to teach her special students.

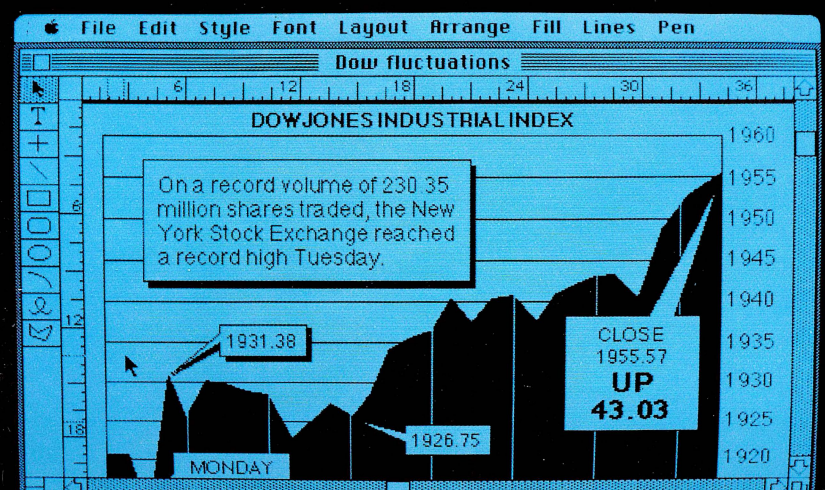
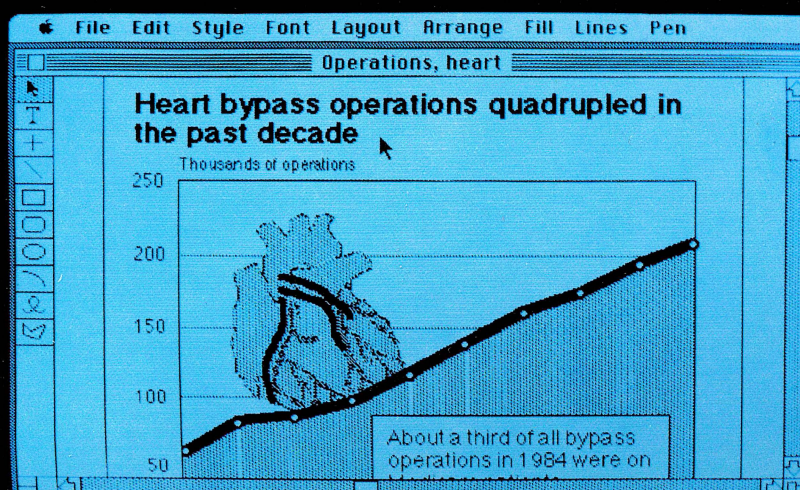
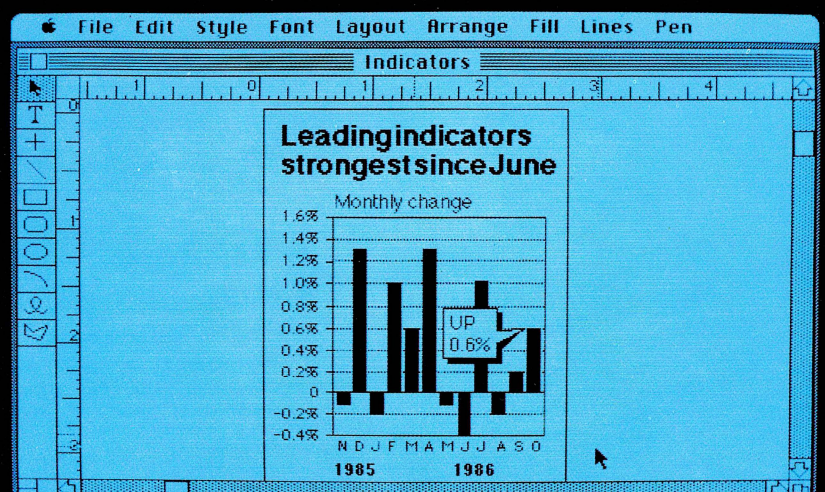
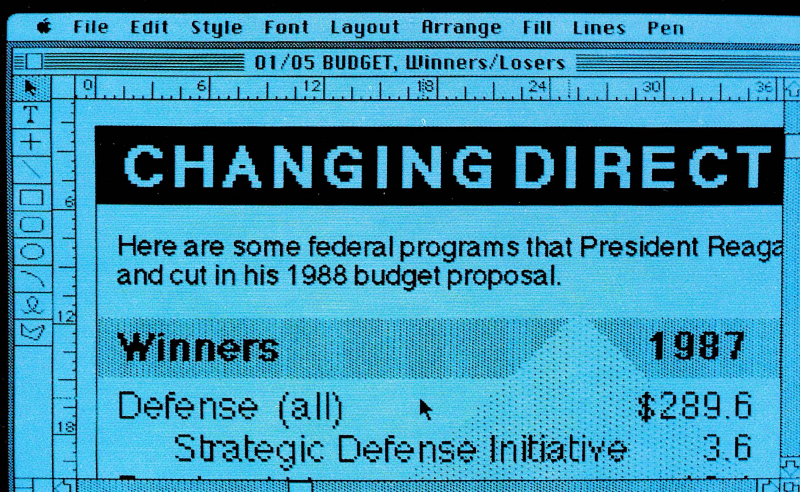
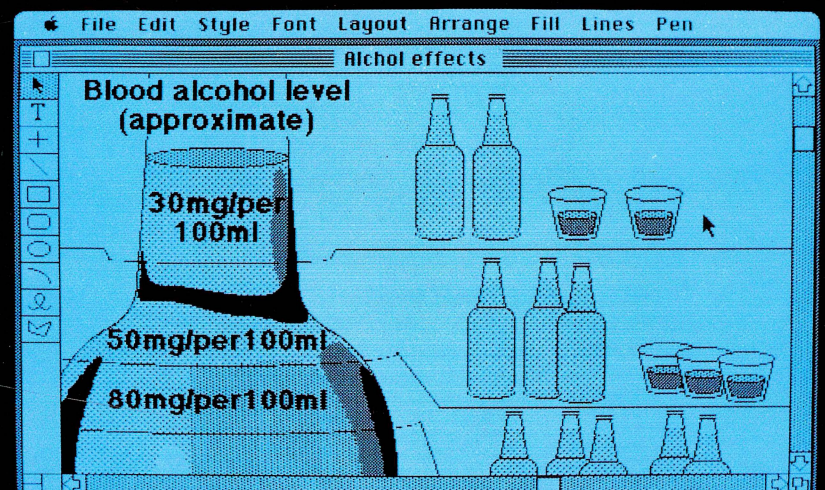
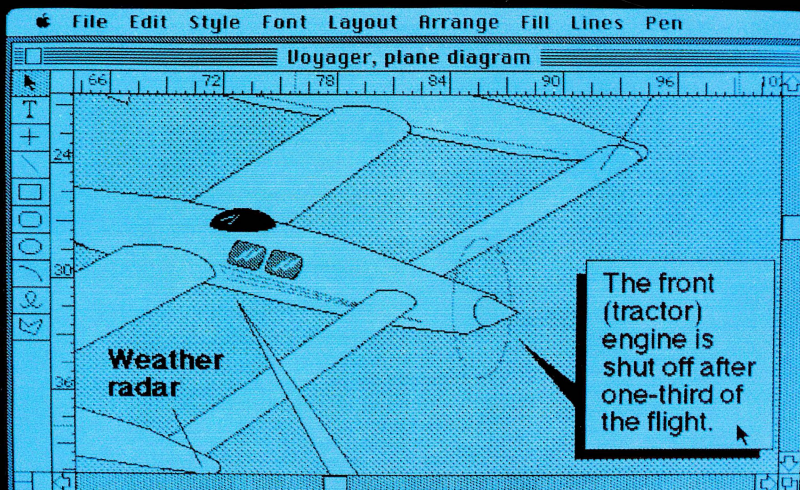
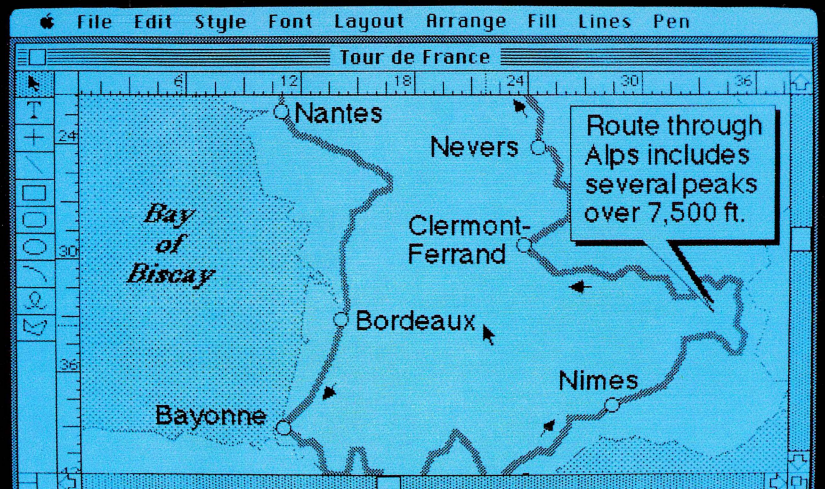
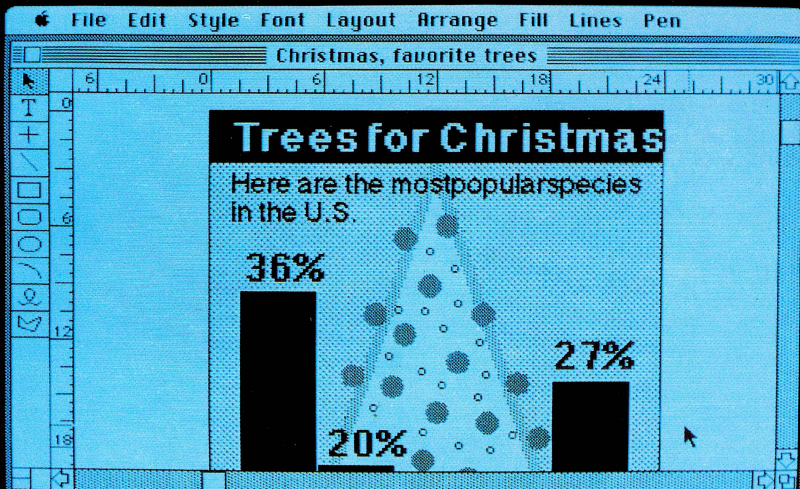
BELOW:
A schoolbus equipped with eight Macintosh computers travels among fifteen Swedish communities and plays host to thousands of eager children every year.

ABOVE:
"Good answer, you're right," says the Apple computer, and two kids at Pine Forest Elementary School in Arkansas share a moment of pride.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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"Stroll past the typical corner office, and here's what you'll find: some of America's most buttoned-down execs hunched over keyboards, gleefully toying with typefaces and shading bar charts, just to make some commonplace sales analysis a trifle less common."



REMEMBER THE FIRST TIME YOU EVER SAW YOUR NAME IN PRINT? PRETTY EXCITING.

But now, as a grown-up with a computer, you can be a publisher. You might print a neighborhood newsletter, greeting cards or a handsomely illustrated Family Tree. You make the editorial decisions, design graphics and choose typefaces. And you take the credit. Now, that's really exciting.



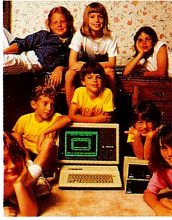
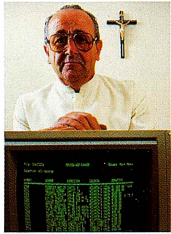
BELOW:
Robert McOmber, business manager for University of Utah's campus paper, switched to Macintoshes for writing, editing and feeding stories directly to the typesetting system.

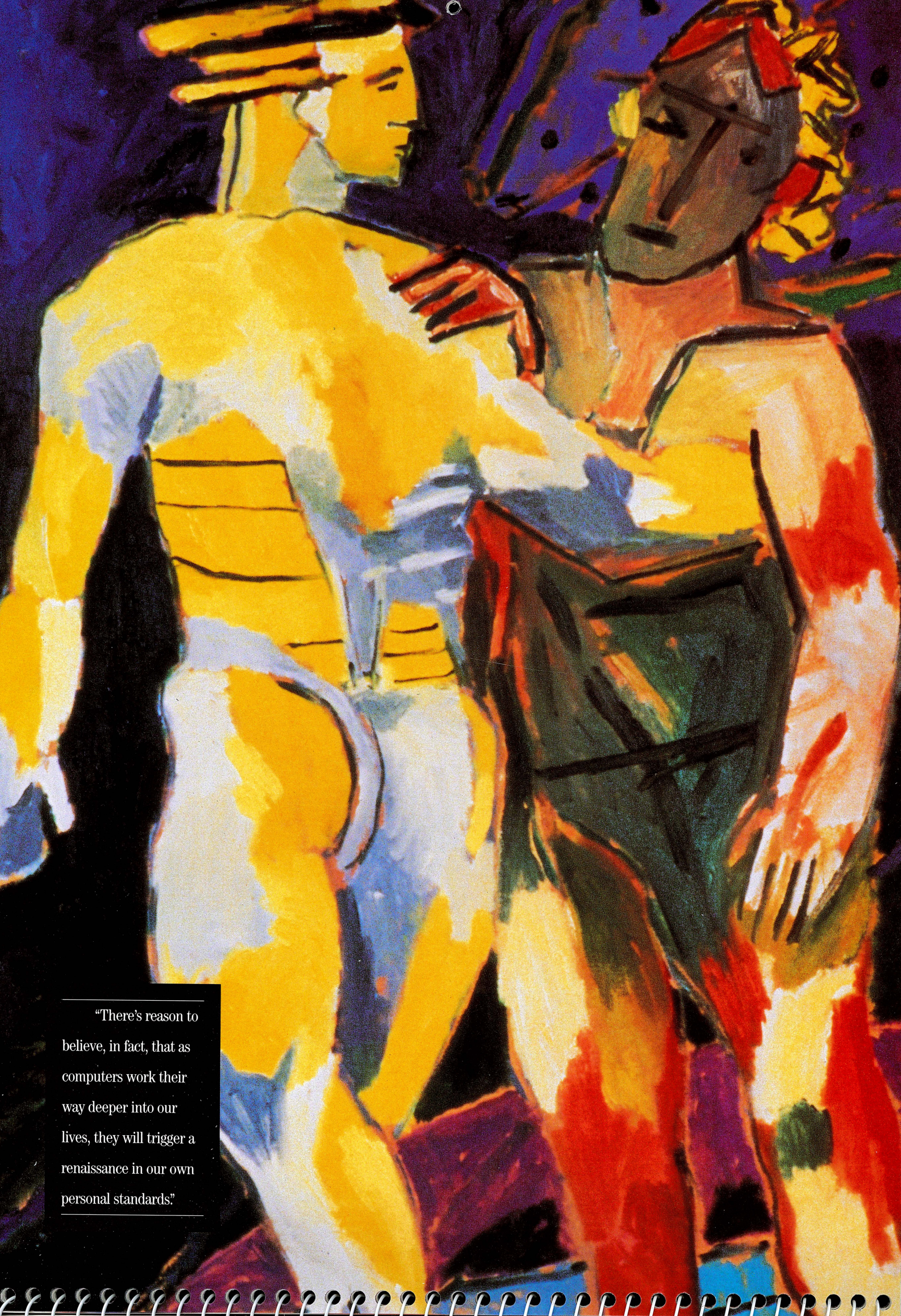
ABOVE:
The 32 newspapers in the Knight-Ridder media group use Macintosh computers to select and customize visuals from a rapidly expanding library of maps and graphic images for each day's edition.

BELOW:
In Marietta, Georgia, kids publish a monthly newsletter for other kids on an Apple II. The paper includes jokes, mazes, games and birthdays.

BELOW:
The head of Dartmouth's College Printing Services channels much of his huge workload—from first draft through typesetting—through Macintosh computers.

BELOW:
In Mexico, Padre Eduardo Escovedo-Cabral uses an Apple IIe to print flyers, letters and notices to send to his flock on a regular basis.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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“There’s reason to believe, in fact, that as computers work their way deeper into our lives, they will trigger a renaissance in our own personal standards.”

PEOPLE WHO "COULDN'T DRAW A STRAIGHT LINE IF MY LIFE DEPENDED ON IT" ARE suddenly becoming artists. With their computer, a mouse and software, they can draw, paint, graph, design and diagram. From a child drawing his teddy bear, complete with checkered jacket, to the executive showing key points in the design of a better mousetrap, artists are blossoming around the country.

BELOW:

Using an Apple IIc, Kim McCoy turns reams of raw information on ocean water into charts and tables that make our underwater world a bit less mysterious.

BELOW:

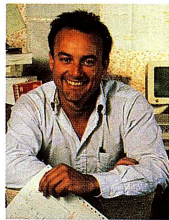


At the Beijing Children's Palace, kids study science, learn skills and play games on Apple IIe computers, donated by Apple to the facility in 1985.

ABOVE:

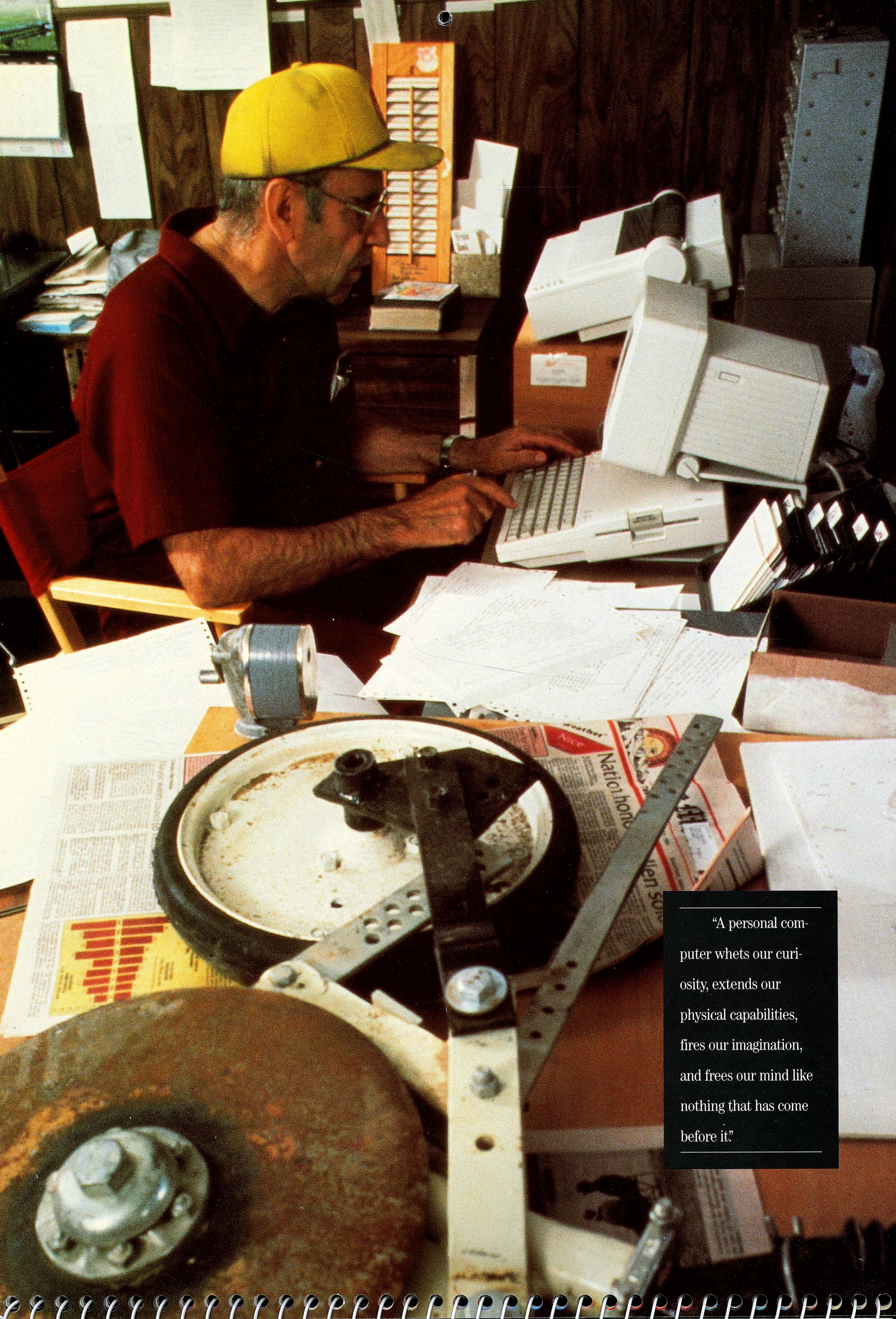
Before picking up a paint brush, artist Larry Graeber uses a Macintosh to sketch ideas, because he can change shapes, patterns or sizes just by moving the mouse.

BELOW:

Dr. Howard Straub considers his Apple IIc an invaluable surgical instrument in that it can quickly run calculations that affect the precision of eye surgery he performs.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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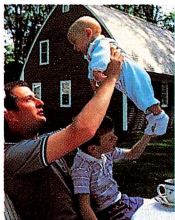


"A personal computer whets our curiosity, extends our physical capabilities, fires our imagination, and frees our mind like nothing that has come before it."

IF SOMEONE ASKED YOU TODAY, "WHAT ARE YOU WORTH?", WOULD YOU BE ABLE TO answer? Most people couldn't. But you need to know where you are in order to plan where you want to go. That's where your computer comes in. It'll help you analyze personal financial data and make suggestions that will help your nest egg grow. Or, to look at it another way, it'll even pay for itself.

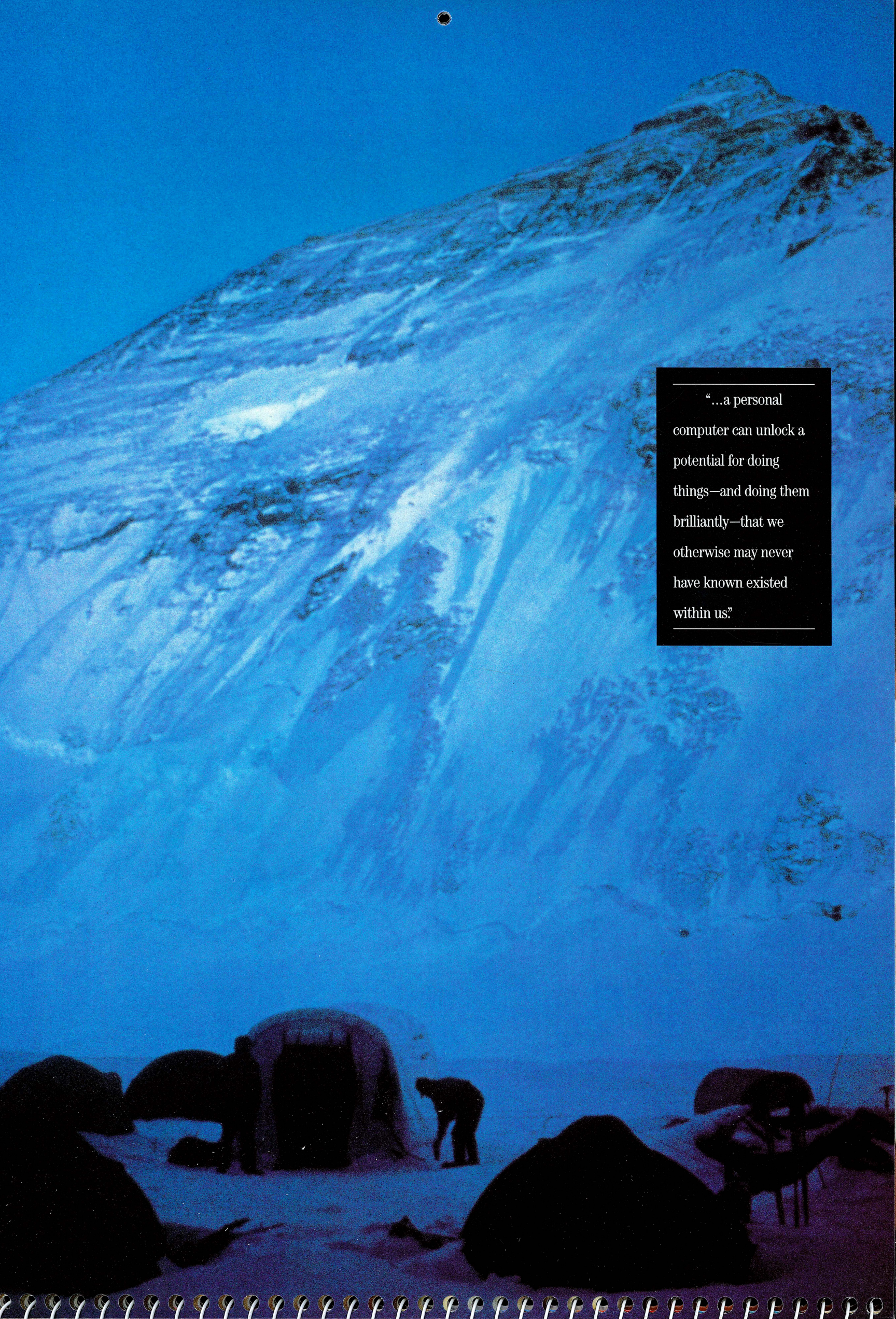
BELOW:
Rachael and Paul Hursh used an Apple IIe to bring their 17th century reproduction house in under budget and ahead of schedule.

ABOVE:
With irrigation costs alone at \$40,000 a year, Jesse Griffith finds an Apple II helps him keep his three Idaho wheat farms well cared for and running lean.

BELOW:
When school assignments are done, it's time to balance the checkbook—a task made pleasurable when it's done at the keyboard of a Macintosh.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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24/31	25	26	27	28	29	30
						



A full-page photograph of a snowy mountain landscape. In the foreground, a small, dark tent is pitched on a snowy slope. Several people are visible near the tent, some appearing to be working or resting. The background features a steep, snow-covered mountain peak under a clear sky. The overall scene is serene and suggests a remote, high-altitude environment.

“...a personal
computer can unlock a
potential for doing
things—and doing them
brilliantly—that we
otherwise may never
have known existed
within us.”

NEXT WEEK, WE'VE GOTTA GET ORGANIZED. WELL, "NEXT WEEK" IS HERE. YOUR efficiency expert is sitting on your desk. You can file, cross-reference and sort the 87 video cassettes in the family room. Put your business mailing list in order and insert that data into customized forms. And develop plans that are easy to understand and follow. So what are you waiting for?

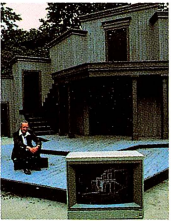



BELOW:
If your business is entertainment, a computer can do everything from printing the programs to projecting box office receipts.

BELOW:
At the Federal Express package sorting hub in Memphis, Tennessee, Macintosh computers convert huge sums of data into comprehensible drawings, reports and projections.

BELOW:
To keep track of the veterinary records and running times of more than fifteen hundred horses, the trainer for this horse uses a workhorse—his Macintosh.

ABOVE:
Two Apple IIc computers accompanied Scott Lankford's expedition to Mt. Everest in 1985. Powered by solar batteries, they performed flawlessly 18,000 feet up the mountain.

BELOW:
The statistician for the Chicago White Sox uses an Apple IIe and enters new statistics as each new game is played, so he can answer sports-writers questions in seconds.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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"Knowledge is an idea, an appreciation, an understanding. It requires selectivity. It thrives on simplicity. And almost always, it takes a different form than the raw information it draws upon."



YOU'RE NEVER TOO OLD—OR YOUNG—TO LEARN. FOR CHILDREN, A COMPUTER CAN BE a private tutor in math or reading. It can help them produce sterling reports and essays, and even teach analytical thinking. Adults, too, can discover the fun of learning. From mastering a new language to learning how to type. If the mind is willing, the computer can make it happen.


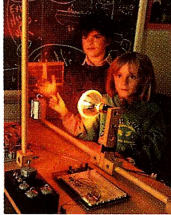

ABOVE:
A travelling arts group visits a California elementary school, where children's voices are synthesized on an Apple computer to create the artists' music.

BELOW:
In the Apple Classroom of Tomorrow project, every student and teacher in a designated classroom is given an Apple computer for both school and home.

BELOW:
In a modern variation on the one-room-school, children in grades 1 through 6 share Apple computers in a classroom.

BELOW:
University of Montreal researchers create a fun learning environment by letting kids use an Apple IIe computer to control small cranes and cars robotically.

BELOW:
At Mississippi State University's College of Veterinary Medicine, a Macintosh quickly retrieves data on a wide range of animal ailments and displays anatomical illustrations in sharp detail.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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“Computers are
our most consummate
tools for sharing. They
communicate in virtually
any form we wish:
words, pictures, sounds,
or moving images.”



SOMETIMES YOU WANT YOUR COMPUTER TO REACH OUT TO SOMEONE—OR SOME other computer—across the room or across the country. You may want to transfer and share information and files. Or send electronic mail. Or access a large data base to check your stocks or make airline reservations. All you need is some software, a modem, a telephone and a desire to explore.

BELOW:

The University of San Francisco's "SeniorNet" group can exchange thoughts, ideas and programs with seniors' groups in other states through a computer network.

BELOW:

At a network of runaway youth shelters in Honolulu, counselors are amassing statistics on runaways to better understand their problems.

ABOVE:


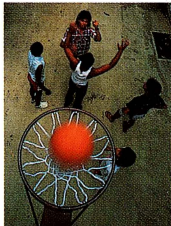
At the Dolphin Research Institute in Florida, researchers use Apple IIe's to record and graph human and dolphin sounds in their study of the dolphin language.

BELOW:

Sixteen rural communities in central Kansas participate in the Community Organization Resource Exchange—a computer network listing services and resources.

BELOW:

An adoptive parent with 2 of 14 children he and his wife have adopted in Ogden, Utah, with the help of a network of Apple computers matching children with prospective parents.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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APRIL





“Plug in a personal
computer...and suddenly
it's not just history
exams and business
papers we can feel good
about. We can compose
songs without knowing
a B flat from an A major.”



WHETHER YOU'RE A PROFESSIONAL MUSICIAN, OR ONE WHOSE MUSICAL SKILLS ARE limited to humming along with the radio, your computer can bring out the musician in you. There's musical software for children and for people who have always wanted to write songs but didn't know how. And for professional musicians, it's never been easier to compose, edit and print new music.



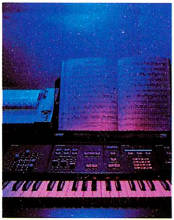
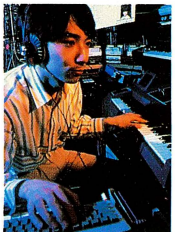
ABOVE:
This band is called "The Only Human Rock Band." But Patricia Cullen, of Toronto, composes music for them with the help of her Macintosh, which although not human, can be very musical.

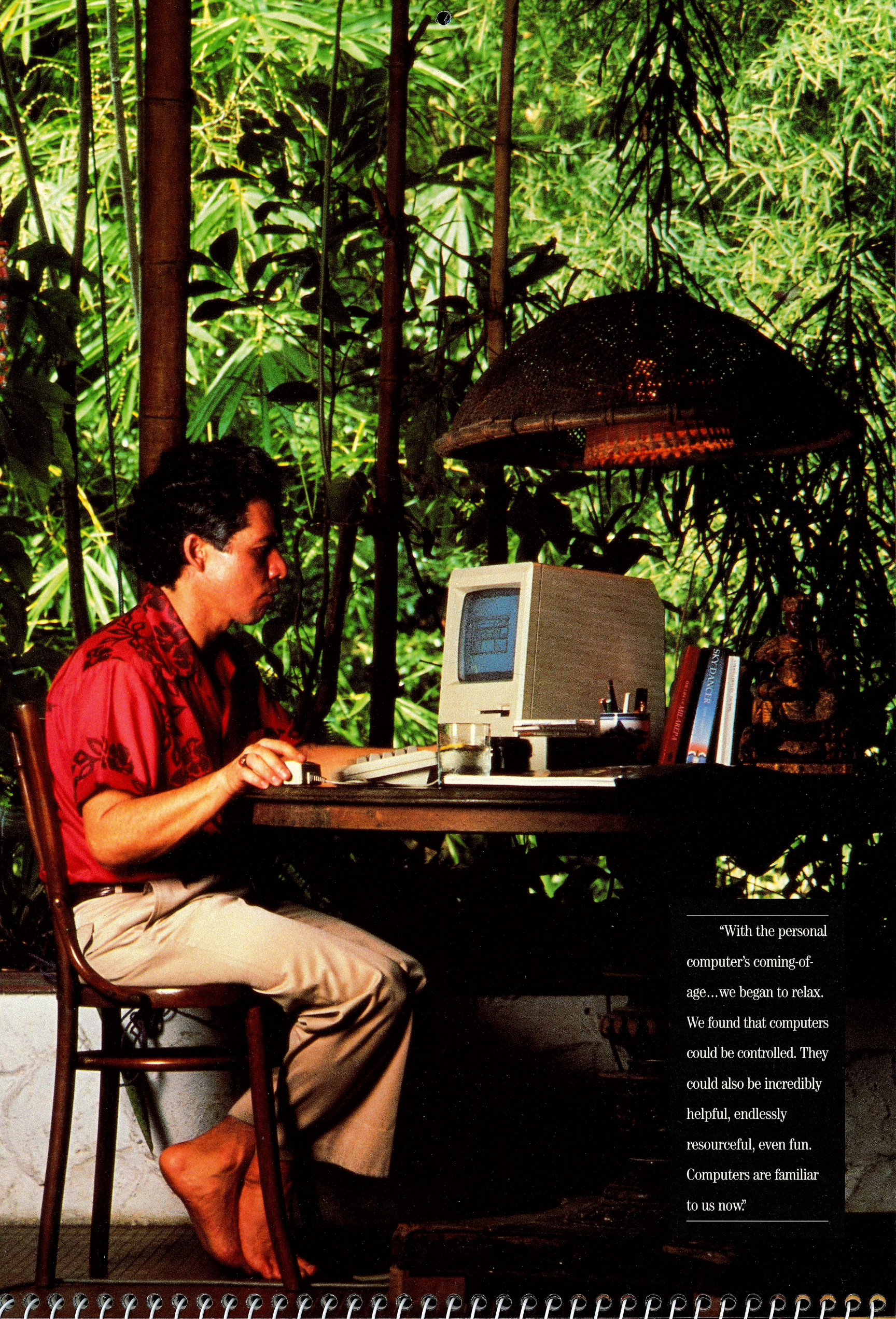
BELOW:
"A computer should show you options you had never thought of before," says Dr. August Coppola, Dean of San Francisco State University's School of Creative Arts.

BELOW:
James Purof, a comedian, uses a Macintosh 512K tied into an electronic keyboard to provide sight and sound sequencing for his act—ranging from music to birds and whistles.

BELOW:
Lyle Mays, who tickles the keys for the jazz-fusion Pat Metheny Group, relies on his Macintosh to record synthesizer settings—and recall them allegro.

BELOW:
In Tokyo, synthesizer musician Fumitaka Anzai finds that he can write a new stanza on his Macintosh almost as fast as he can imagine it.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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"With the personal computer's coming-of-age...we began to relax. We found that computers could be controlled. They could also be incredibly helpful, endlessly resourceful, even fun. Computers are familiar to us now."

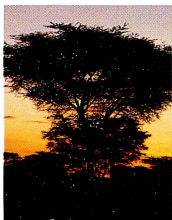


EVEN IF YOU NEVER LEAVE YOUR FRONT PORCH THIS SUMMER, YOU CAN EXPLORE THE world with your Apple computer. There are exciting and absorbing programs that let you play tourist and learn at the same time. Stroll through capital cities of the world. Hop from one country to another all the way around the world. And you don't even need a passport.

BELOW:
Lighting Designer Dan Dugan takes his Macintosh on location for a motion picture to help him light each scene effectively.

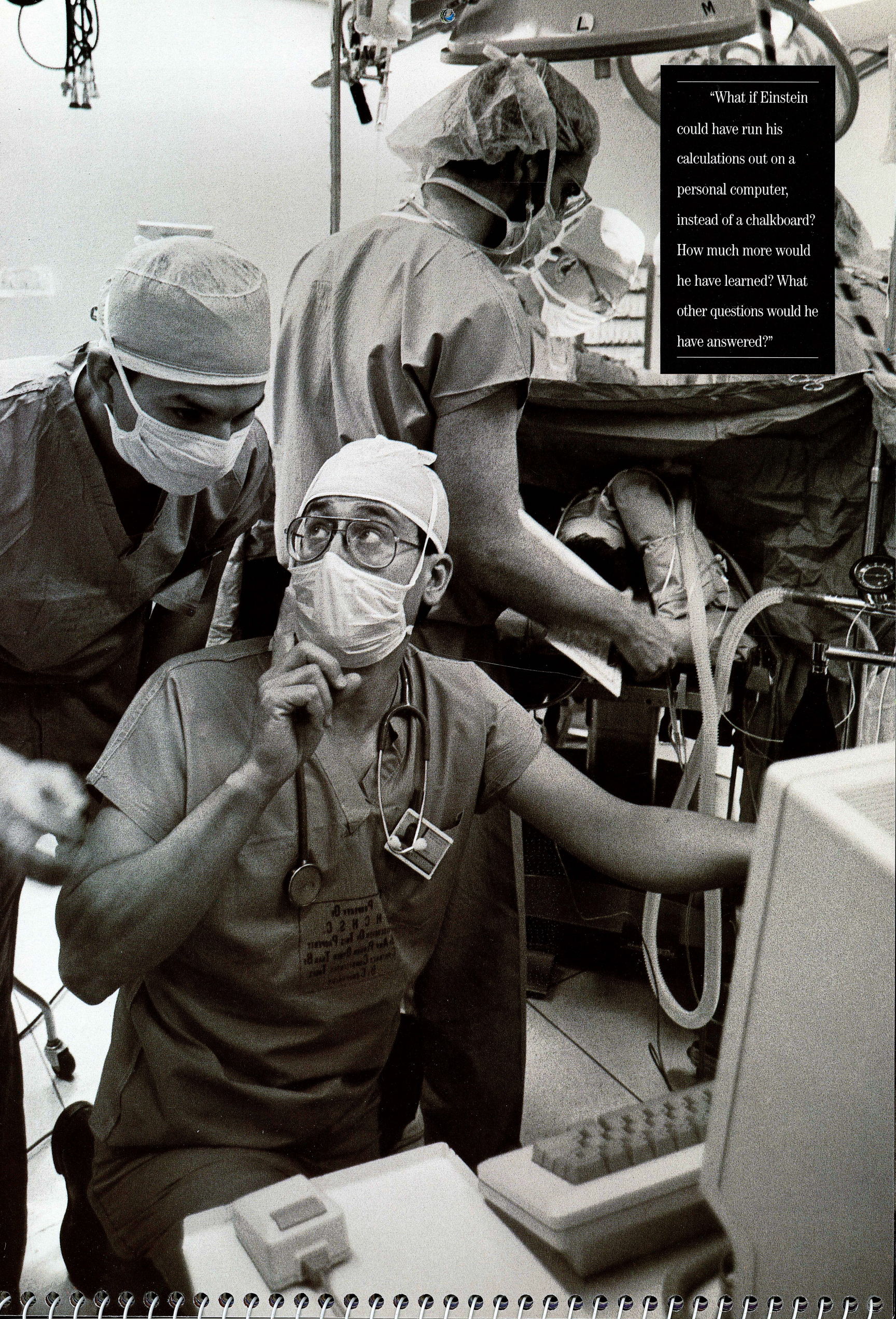
BELOW:
The Turkana Rehabilitation Project is preparing nomadic tribes to survive future droughts with the help of a Macintosh computer.

ABOVE:
Author Leonard Lueras brought his Macintosh along to Indonesia, where he is writing a major new book about Bali.

BELOW:
A nomadic tribesman in Kenya is helped by a Macintosh computer which tracks the movement of food supplies—including more than a thousand tons of grain each month.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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“What if Einstein
could have run his
calculations out on a
personal computer,
instead of a chalkboard?
How much more would
he have learned? What
other questions would he
have answered?”

WHEN THERE'S SO MUCH TO DO AND SO LITTLE TIME TO DO IT, THE RIGHT SOFTWARE can help enormously. It can help you process and clarify ideas. Or help you outline a complex report so you can reduce it to manageable pieces. It can help you combine words, facts, data, numbers and graphics with lightning speed. You may never have enough time. But you certainly can have more help.



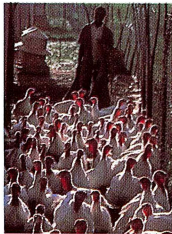
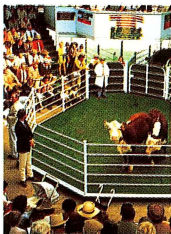
BELOW:
Charles Nightingale, a Kenyan farmer, uses an Apple IIe—powered by a bio-gas generator—to track hatching statistics and project feed requirements for his turkey operation.

BELOW:
More than 40 Apple II computers in the Associated Australian Pulp and Paper Mill are the eyes and ears for mill workers who must keep paper quality consistent.

BELOW:
The Geel Fire Alarm Brigade in Belgium uses a mobile Macintosh to instantly give them the address and fastest route to a fire as well as floorplans of buildings.

ABOVE:
During liver transplant surgery, Dr. Lawrence Borland, an anesthesiologist, channels his monitoring equipment through a Macintosh, which records and displays the patient's progress.

BELOW:
Australian cattle breeder Rex Harris developed a custom software application he calls "MacStud" to manage virtually every detail of a complex breeding program.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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31						



"By letting computers do what they do best—calculate, search, qualify—we free our minds to do what they do best. Think. Wonder. Question. And invent."



WHEN FINANCIAL ACUMEN WAS HANDED OUT, SOME OF US GOT A SMALL HELPING.

Fortunately, however, we had the intelligence to buy a computer. So whether we're running a household or a business, we have the tools to succeed. Powerful, integrated accounting programs can interpret and analyze accounting numbers and even recommend a course of action to help us stay in control.

BELOW:

One of the world's largest accounting firms, Peat, Marwick, Mitchell & Co., owns 4,500 Macintosh computers that travel out into the field to speed up the entire auditing process.

BELOW:

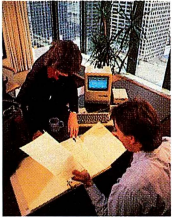
Knight-Ridder newspapers use Macintosh computers to develop clear graphics which convey financial information to their readers.

ABOVE:

The Toronto Globe newspaper uses Macintosh computers to take classified advertising over the phone and feed it directly to the typesetter.

BELOW:

The Grand Canyon National Park Airport, in Arizona, relies entirely on Macintosh computers to stay ahead of changes in weather, landing strip conditions and the layout of other airports.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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28	29	30	31			
						



“Computers don’t
just make us feel less
inhibited. They make us
feel smarter, too.”

BOTH STUDENTS AND BUSINESS PEOPLE NEED TO ORGANIZE THEIR IDEAS AND PRESENT them in a clear, compelling fashion. And although your computer can't guarantee you an "A" on your term paper or a promotion at work, it can help. It can teach you how to type, help you outline your work and even spell better.


BELOW: *Jubilant Native Americans celebrate graduation from Little Wound Reservation School, where personal computers play a significant role in their education.*

ABOVE: *Teachers and 4th grade students in St. Louis Park, Minnesota, used an Apple computer to develop a "language" or logo to communicate with one another.*

BELOW: *The students at Kenya's Starehe Boys' School have access to 21 Apple IIe computers, for which they often design their own software programs.*

BELOW: *A special education teacher in Ogden, Utah, uses Apple computers to keep her students' interest and help them learn.*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
	18	19	20	21	22	24
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A full-page photograph of a man with white hair, wearing a brown trench coat over a red shirt and tie, standing in the center of a vast library. He is surrounded by floor-to-ceiling bookshelves filled with books. The lighting is warm and golden, coming from recessed ceiling lights. The bookshelves are arranged in a grid pattern, creating a sense of depth and scale. The man is looking directly at the camera with a serious expression.

"Audacious as it
sounds, it's almost inevi-
table that the computer
will have as great an
impact on learning as did
the book. Perhaps even
greater. The reason is
simple: computers
respond. Books don't."

WHO WOULD HAVE THOUGHT 10 YEARS AGO, THAT A SMALL DESKTOP COMPUTER COULD help us draw, paint, graph and doodle in such spectacular detail and color? Now, with the right software, you can use a palette filled with thousands of colors. Choose a brush size. Turn a flat object into a 3-dimensional one. Your designs can be as free as your imagination.

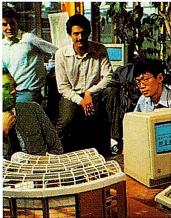


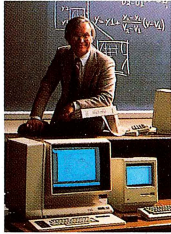
BELOW:
At the Massachusetts Institute of Technology, architecture students use Macintosh computers to experiment with building designs.

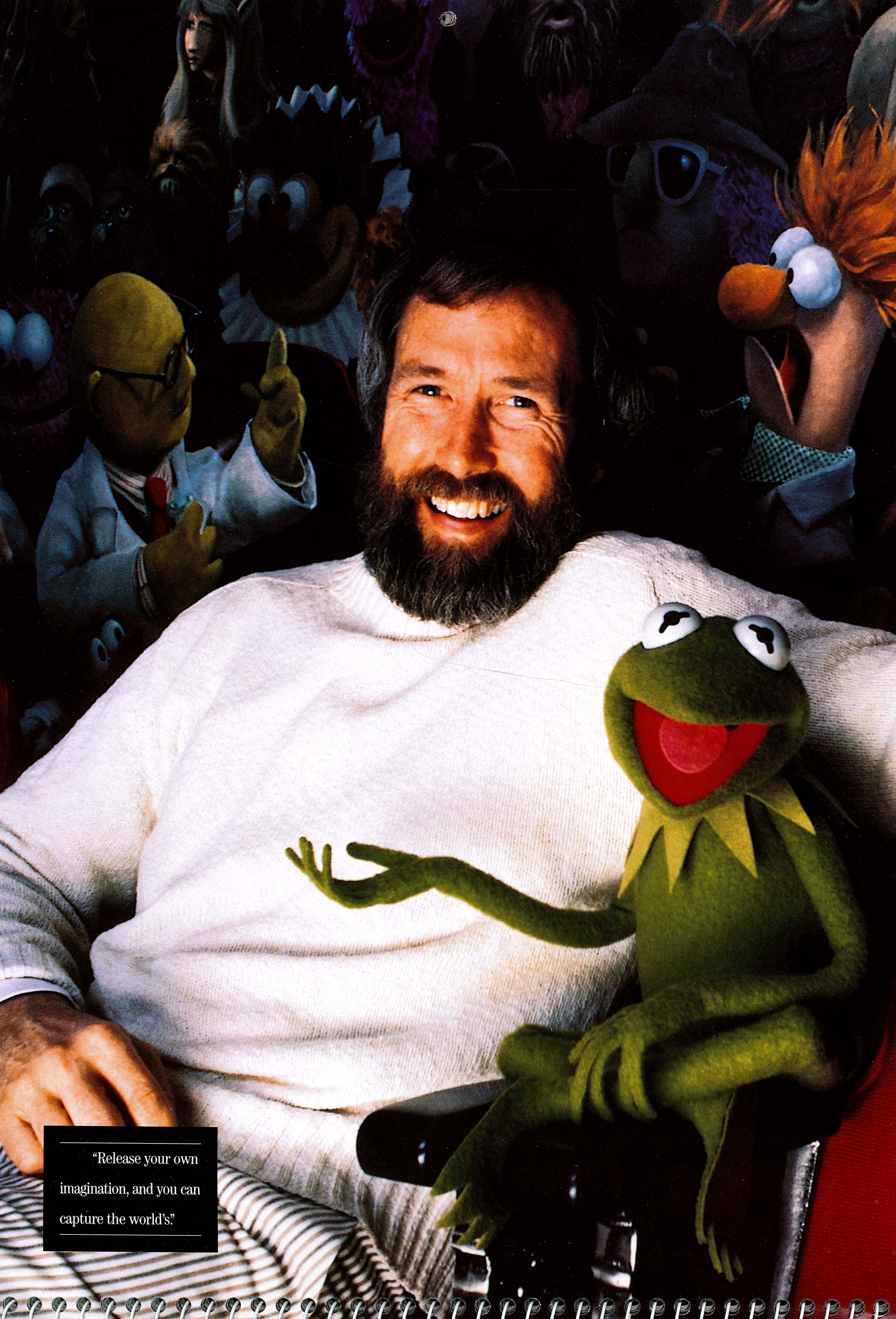
BELOW:
At the University of Michigan, Macintosh computers are hooked up to a \$50,000 Apollo engineering workstation, multiplying students' access to Apollo capabilities.

ABOVE:
Yale Professor Alvin Eisenman, who has designed over 400 books and created new typefaces himself, now encourages his students to use Macintosh computers and LaserWriter® printers for graphic design.

BELOW:
Dan Dugan, a lighting designer for motion pictures, uses a Macintosh to sketch mechanical drawings of a film's sets and uses the drawings to design effective lighting.

BELOW:
Hans Rademakers creates dozens of beautiful gardens for The City of Amsterdam each year. Using a Macintosh, he chooses from over 6,000 plants to achieve the desired mix of colors.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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9	10	11	12	13	14	15
16	17	18	19	20	21	 22
23/30	24/31	25	26	27	28	29
						



"Release your own
imagination, and you can
capture the world's."

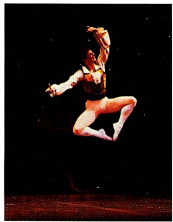
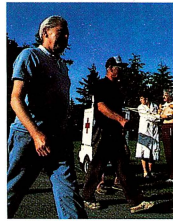
YOUR COMPUTER WORKS AS HARD AS YOU DO. BUT EVEN IT NEEDS TIME FOR FUN AND games. And so do you. Play a round of golf in Scotland. Track down an international spy. Win a battle against a legendary foe. In one Sunday afternoon, you could hit a home run and escape from a dungeon. And you'll be in a much better frame of mind to tackle that spreadsheet Sunday night.

BELOW:
Behind the scenes at the Boston Ballet, Apple II computers help size costumes and take inventory. They even assist in planning the dance company's choreography.

BELOW:
At Vancouver's Expo 86, members of the audience were fitted with a biofeedback device which transmitted responses to an Apple IIe. As musicians played, the computer would alter the score according to their response.

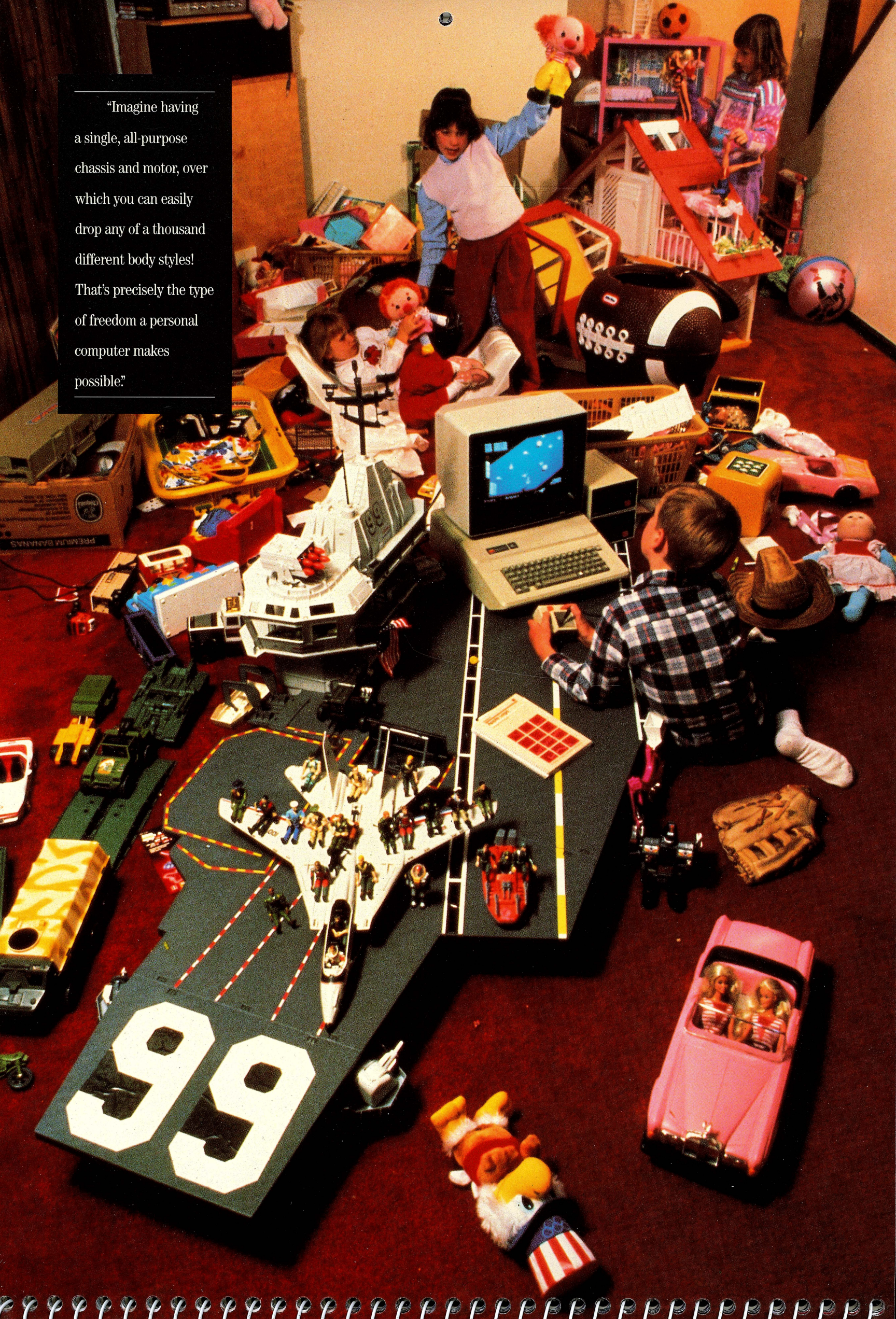
ABOVE:
"I feel like I'm playing when I use the Macintosh," says Jim Henson, creator of the Muppets. "But it's quite possible that any one of the characters I sketch out on the screen could end up in a project we do."

BELOW:
Cardiac patients in Breslau, Canada, exercise their way to recovery under the watchful eye of an Apple computer, which monitors each patient's heart rate.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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27	28	29	30			
						



"Imagine having a single, all-purpose chassis and motor, over which you can easily drop any of a thousand different body styles! That's precisely the type of freedom a personal computer makes possible."



YOUR COMPUTER IS A WONDERFUL THING. AS IT IS, IT CAN DO MUCH. BUT WITH JUST a little help, it can take you to even higher planes. You can turbo-charge its speed. Expand its memory exponentially. Extend its reach. Amplify its voice. Let it show off and print in a rainbow of colors. In short, as your needs grow, your computer can continue to meet and surpass them.

BELOW:

*At the Turkana
Rehabilitation*

*Project in Kenya, a
Macintosh computer
manages all the
project's resources,
tracks the movement
of food supplies and
automates payroll
functions for 500
people.*

BELOW:

*Off the coast of
Hawaii, whale*

*watchers take photos
of tail fins of
migrating hump-
backs. The photos are
later compared with
an Apple II data base
to identify and track
the whales' migration
paths.*

BELOW:

*Health histories,
feeding, breeding,
milk production and
other critical facts are
stored on disk with
an Apple II Plus at
the Hertneky's Dairy
Farm in Colorado.*

ABOVE:

*The Straub children
use their Apple*

*computer for fun and
schoolwork, while
their father, an eye
surgeon, uses it to
predict the outcome
of surgery for his
patients, based on
data from 10,000
previous operations.*

BELOW:

An Apple II has been

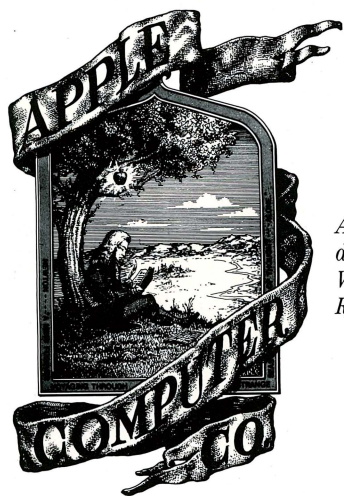
*enlisted in the war
against pollution in
Athens, Greece.
Linked to a data
logger and a mini-
computer, the Apple
collects, analyzes and
interprets air quality
readings.*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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DECEMBER

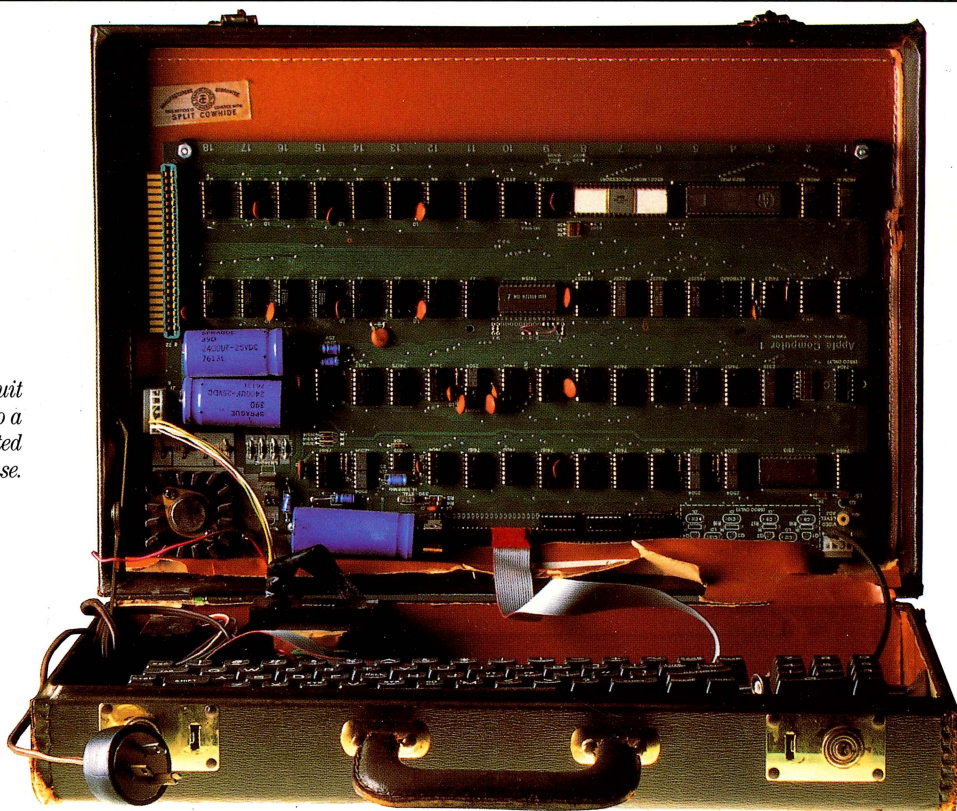


THE FIRST TEN YEARS OF A VISION



Apple's first logo, designed by Jobs's and Woz's original partner, Ron Wayne.

The \$666.66 Apple I circuit board, connected to a keyboard and mounted inside a briefcase.



1976

MARCH

- Steve Wozniak (26) and Steve Jobs (21) finish their work on a preassembled computer circuit board. The first prototype has taken about six months to design and 40 hours to build. It has no keyboard, case, sound, or graphics. They call it the Apple I.

APRIL

- Jobs and Woz form the Apple Computer Company on April Fools' Day.



In 1977, the first shipment of Apple II's arrives.

1977

JANUARY

- Apple Computer is incorporated by Jobs, Woz, and their new partner and chairman, Mike Markkula. In addition to plotting its marketing strategy, Markkula invests \$250,000 in the fledgling enterprise.

JUNE

- The Apple II is now available to the public. Fully assembled and pretested, it includes just 4K of standard memory, and comes equipped with two game paddles and a demo cassette. Customers use their own TV sets as monitors, and store programs on audiocassette recorders.



1978

JANUARY

- Apple moves into its new corporate headquarters at 10260 Bandley Drive in Cupertino. Over the years, a campus of Apple office buildings will spring up around it.



Apple is the first personal computer company to advertise in consumer magazines.

JUNE

- \$10 million annual sales rate is achieved.
- Apple's Disk II® is introduced. It is the easiest to use, lowest priced, and fastest minifloppy-disk drive ever offered by a computer manufacturer. Production at first is handled by just two employees, turning out as many as 30 drives a day.

1979

JUNE

- The Apple Education Foundation is established. Its goal is to grant complete Apple systems to schools and teachers that wish to develop new classroom software and integrate computers into their instruction.

- Apple's first printer is introduced—called Silentype®.

OCTOBER

- Personal Software, Inc. releases VisiCalc for the Apple II. The spreadsheet is the first application to make personal computers a practical tool for people who don't know how to write their own programs.

1980

MARCH

- Apple FORTRAN is introduced. Proves to be a catalyst for high-level technical and educational applications.

SEPTEMBER

- Apple III announced. With up to 256K of memory, a new Sophisticated Operating System, a built-in disk controller, and four peripheral slots, the Apple III is the most advanced personal computer in the company's history. Yet when dealers receive a prerelease version, several technical flaws crop up and the Apple III receives a great deal of bad publicity.

DECEMBER

- Apple Seed, a computer literacy program that will provide elementary and high schools with computer course materials, is announced.

SEPTEMBER

- Apple's first mass storage system, the 5-megabyte ProFile™ hard disk, is introduced.

NOVEMBER

- After the bugs are successfully worked out, the Apple III is promoted under the theme "Allow me to reintroduce myself."

1982

NOVEMBER

- A new extended warranty program is announced and dubbed AppleCare®.

DECEMBER

- Community Affairs office created to award grants to civic groups that deal with issues such as housing, drug abuse, the environment, employment, medical research, the arts, and problems facing youth and the elderly.

1983

JANUARY

- A big month for new product introductions: the Apple IIe and Lisa® computers, and several peripherals.



MAY

- Kids Can't Wait program is announced. Apple II computers will be given to about 9,000 California schools by September.
- Apple becomes the youngest company ever to have earned a spot on the Fortune 500.

NOVEMBER

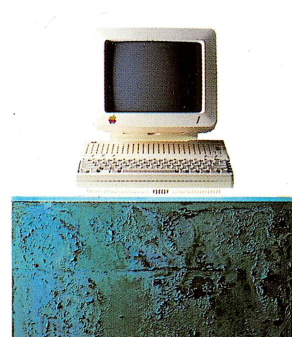
- AppleWorks™ is introduced. An integrated package containing word processing, spreadsheet, and data base applications all



Macintosh™ Plus



Lisa®



Apple® IIe

1981

MAY

- Apple Language Card introduced. It allows Apple II users to run programs in Pascal, Fortran, or Pilot.

JULY

- Apple begins to air commercials featuring Dick Cavett as spokesman.

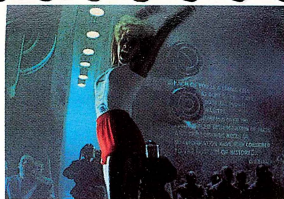


CAVETT: I'm here with an average American homemaker with her own Apple Personal Computer. CAVETT: Oh, well, you could probably put a lot of recipes in there? Eh?

in one, AppleWorks will soon become the world's best-selling software.

DECEMBER

- Apple III Plus is announced. New features include an interlace video mode that doubles screen resolution, a clock/calendar function, a "delete" key, and an improved operating system.
- ImageWriter® printer is introduced.



On January 24th,
Apple Computer will introduce
Macintosh.
And you'll see why 1984
won't be like "1984"

1984

JANUARY

- Apple's landmark "1984" commercial airs during the Super Bowl broadcast. This is the only time Apple will run the spot, but over the following weeks it is replayed by dozens of news and talk shows, making "1984" one of the most talked-about, best-remembered ads in television history.

Introducing Macintosh.

1985

JANUARY

- "The Macintosh Office" campaign is launched at the company's shareholders' meeting. The program stresses the significance of Apple's new LaserWriter® printer and AppleTalk® Personal Network. Jobs also introduces the company's goal of connectivity to other personal computers, and declares "détente with IBM."
- Best quarterly sales ever, but dealer inventories remain high after a disappointing holiday season. Amid the celebration, John Sculley warns that the next few months will be "extremely challenging" for Apple.

JUNE

- One of the worst slumps in personal computer history finally takes its toll on Apple—Sculley announces a top-to-bottom reorganization.



APRIL

- Apple IIc introduced at the company's "Apple II Forever" conference in San Francisco. The event (which at one point is rocked by an earthquake) reconfirms Apple's commitment to the Apple II product line.

NOVEMBER

- Macintosh™ is unveiled at Apple's shareholders' meeting. Following an on-stage demonstration, the remarkable computer receives a standing ovation.

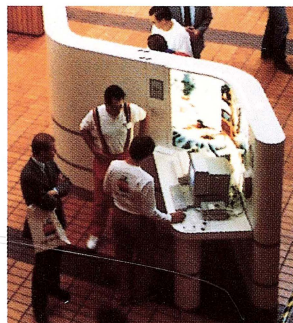
1986

JANUARY

- Macintosh Plus and LaserWriter Plus are unveiled at the AppleWorld™ Conference.

SEPTEMBER

- Apple IIgs™ the biggest step forward in the 10-year evolution of the Apple II family is introduced in Cupertino.
- Apple stages Open House events in shopping malls across the country. Hands-on demonstrations of computers and



software attract thousands of people who have never visited a dealer.

DECEMBER

- The 1986 annual report describes a full and healthy recovery from the turbulent year before—profits for the fiscal year close at record highs, 151 percent over the previous year; employment has nearly returned to prereorganization levels, with about 5,600 employees worldwide, and the industry's highest sales-to-employee ratio.

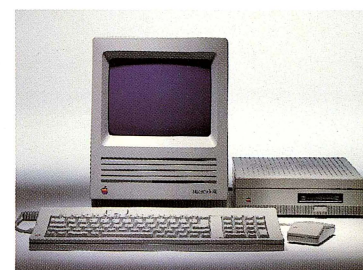
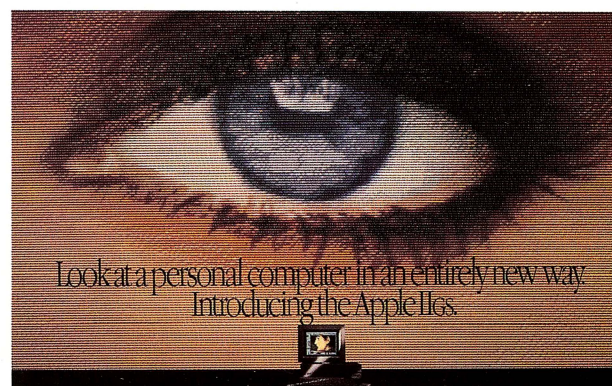
1987

MARCH

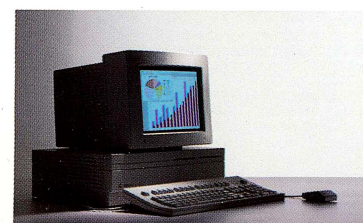
- Apple scores a double play with two major new product introductions: the Macintosh SE offers wide expansion possibilities and an optional built-in 20SC Hard Disk. And the incredible Macintosh II, designed for the most sophisticated business publishing and design applications.



*The Apple IIgs™
capable of
producing
over 4,000
colors and
digital sound.*



Macintosh SE



Macintosh II



All quotations in this calendar are from the book,
So Far, The First Ten Years of a Vision, by Rob
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